McKEE & BROS. GLASS-WARE CAT. 1871
P. 19
X D 7/X536
92

RETURN TO
DESIGN DIV.

McKEE + BROS. CAT. - 1871
(GLASS-WARE CAT.) P. 19

XD-36/9

RETURN TO
DESIGN DIV.

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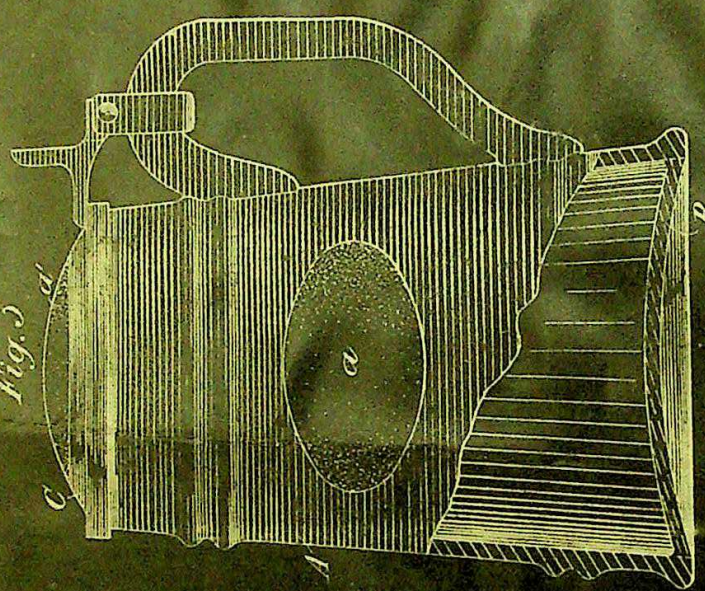
DESIGN DIV.

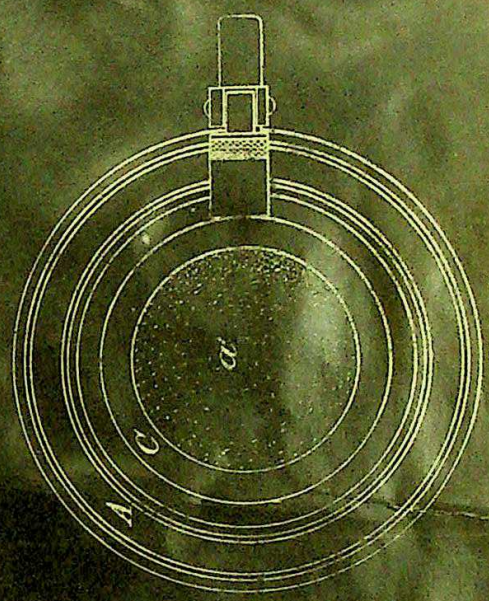
British 18,580 AD 1891

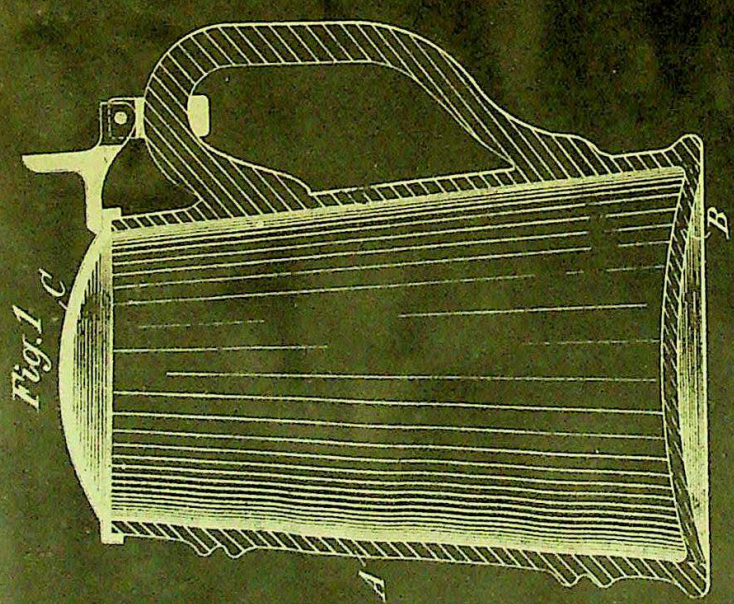
A.D. 1891. Oct. 28. N° 18,580.
THOMPSONS Complete Specification.

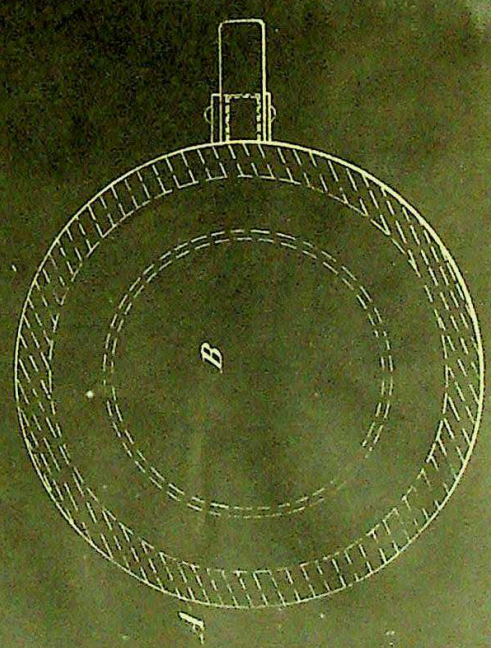
D7-9536 92 NO SPECIFICATION ATTACHED.

65-13-17a
7086
1893
1 Sheet









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D 7-536

N° 8198 A.D. 1894

Date of Application, 25th Apr., 1894
Complete Specification Left, 24th Jan., 1895—Accepted, 20th Apr., 1895

PROVISIONAL SPECIFICATION.

An Improved Cup for Drinking Purposes.

MARTIN GRAY China and Glass Merchant 13 Charterhouse Street Holborn Circus in the City of London do hereby declare the nature of this invention to be as follows:—

This cup is constructed with an outer ledge or rim at the base of the handle so that another cup of same form will receive the same upon its extreme top-edge, and fitting it flush without any impediment from the base of the handle of the cup above it. The advantage being to allow them to nest together in side each other perfectly, and so reduce the risk of breakage in manufacture, and in use when made.

It has also a solid handle so formed that they also nest in bulk one upon the other & so save space in packing.

These cups can be made in china earthenware glass and metal or any other hard substances for which I claim as my sole invention.

25th April 1894.

MARTIN GRAY.

COMPLETE SPECIFICATION.

An Improved Cup for Drinking Purposes.

I MARTIN GRAY of 95 Windsor Road Forest Gate in the County of Essex and late of 13 Charterhouse Street Holborn Circus London China and Glass Merchant do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention consists in the construction of a cup for drinking purposes. The improvement being in its form for adaptability in the saving of space and breakage in manufacture and in the transfer of the article from the maker to the user and in storing when in and out of use.

The invention will be more clearly understood by reference to the annexed drawing in which the article is shown in its separate form and when nested together in course of manufacture or in use.

This cup differs from all others in respect to its being capable of fitting securely one within the other and preserving a perfectly perpendicular column the outer or top edge at letter A receiving a similar cup fitting flush at rim letter B. and allowing the base of the handle a firm resting place without fracturing the cup below it as shown at letter C. the handle of the cup can be made solid as at letter D or open as at letter E or without any handle.

I purpose making this cup of china and earthenware but metals or any other suitable material can be used in its construction.

I wish it to be clearly understood that I do not limit myself to the particular design shown in drawing or material to be used as it is obvious that in this respect the article is capable of almost endless variety and modification without departing from the essential nature of the invention.

[Price 8d.]

D7-536
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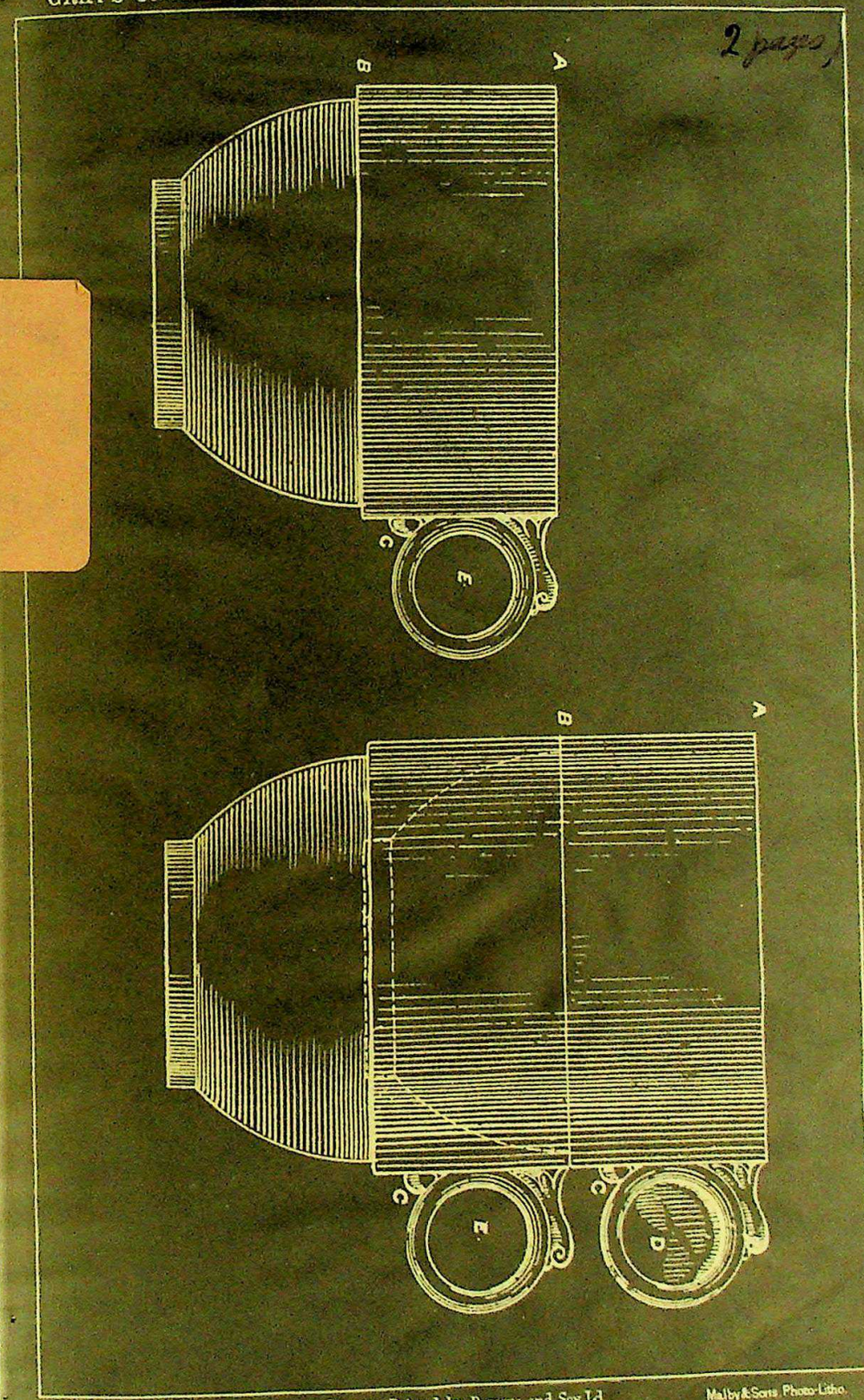
A.D. 1894. APRIL 25. N° 8198.
GRAY'S COMPLETE SPECIFICATION. (1 SHEET)



[This Drawing is a reproduction of the Original on a reduced scale]

LONDON: Printed by DARLING and SON, Ld. for Her Majesty's Stationery Office. 1895.
Malby & Sons, Photo-Litho.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed I declare that what I claim is :—

In a cup for drinking purposes constructed with a rim or ledge B extending all round the bowl of the cup at the base of the handle C. or any other part of the cup substantially as hereinbefore specified and the said cup to be constructed with or without handle.

The improved cup for drinking purposes substantially as hereinbefore described and shown by the accompanying drawings.

Dated this 24th day of January 1895.

MARTIN GRAY.

London : Printed for Her Majesty's Stationery Office, by Darling & Son, Ltd.—1895

D7/8 536

BRITISH

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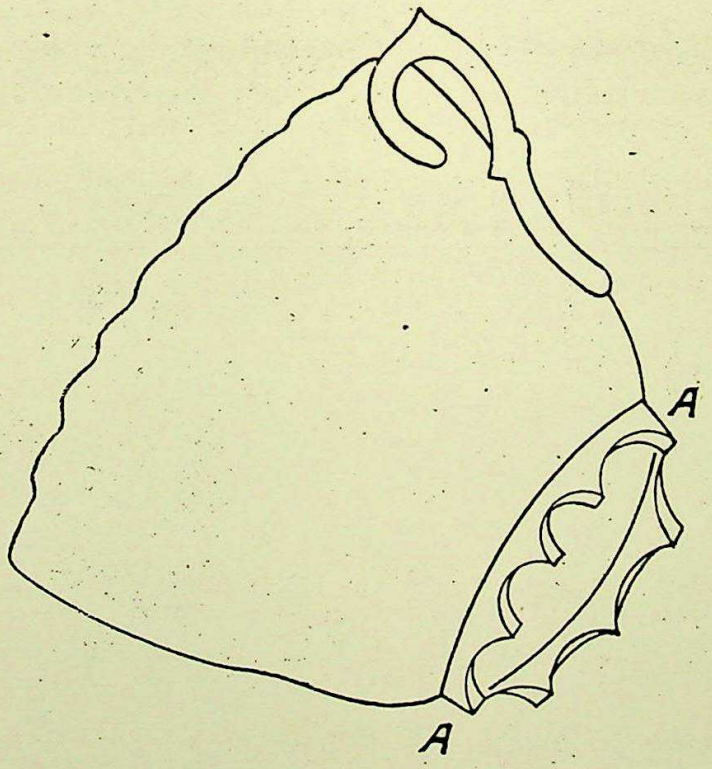
65-14-1

#25,410

A.D. 1902. Nov. 19. No. 25,410.

MASTERS' COMPLETE SPECIFICATION. (1 SHEET)

Cups



[This Drawing is a full-size reproduction of the Original.]

from 220/23.83 x

See back for SPECIFICATION

220-23.83

Cups

N° 25,410 A.D. 1902

Date of Application, 19th Nov., 1902—Accepted, 29th Jan., 1903

COMPLETE SPECIFICATION.

DUPLICATE

Improvements in Cups and other Drinking Vessels

I JOHN NEVE MASTERS, of Cinque Ports Street, Rye, in the County of Sussex, Jeweller, do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to improvements in cups and other similar drinking vessels of the kind designed for use with saucers. In the ordinary way such a cup or vessel is moulded with a continuous narrow rim or flange, of cylindrical form, at the bottom, which when placed in a saucer leaves a space between the bottom of the containing part of the cup or vessel and the saucer, of a depth varying with the depth of the rim or flange, within which any small quantity of fluid that may happen to be spilled from the cup or vessel is drawn by expulsion of air. When such a cup or vessel is raised for drinking, a portion of the fluid spilled in the saucer is found attached to the rim or flange in a sufficient degree to cause the formation of drops by the draining of the fluid so taken up along the continuous rim or flange to one spot: drops thus formed separate and fall from the rim or flange by the simple weight of the fluid composing them, and the use therefore of a cup or vessel of the usual pattern is found inconvenient and, indirectly, a cause of expense which arises from the necessity of frequently cleaning tablecloths, dresses and other articles upon which the fluid may happen to fall.

Now the object of the present invention is to obviate this defect, and such object is attained by moulding the cup or vessel with a rim or flange, of the shape shewn in the drawing and marked A—A, which is not continuous in its contact with any saucer in which it may be placed, but, having a jagged or serrated form, only touches the saucer at the pointed or rounded end of each jag or tooth. With this device, there being no expulsion of air from the jagged or serrated part of the rim, no appreciable amount of spilled fluid can collect within the space enclosed by a rim or flange of this formation, and as only the pointed or rounded ends of the jags or teeth can come into contact with any small quantity of fluid spilled in the saucer, no appreciable quantity of the fluid can become attached to such rim or flange: it is therefore impossible for any fluid to drain and form a drop of sufficient weight to become detached and fall from the cup or vessel when raised for drinking.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is:—

A cup or other drinking vessel moulded with a rim or flange at the bottom to rest in an ordinary saucer, such rim being of a jagged or serrated form substantially of the shape shewn in the drawing where marked A—A, and substantially as and for the purpose above described.

Dated this 17th day of November 1902.

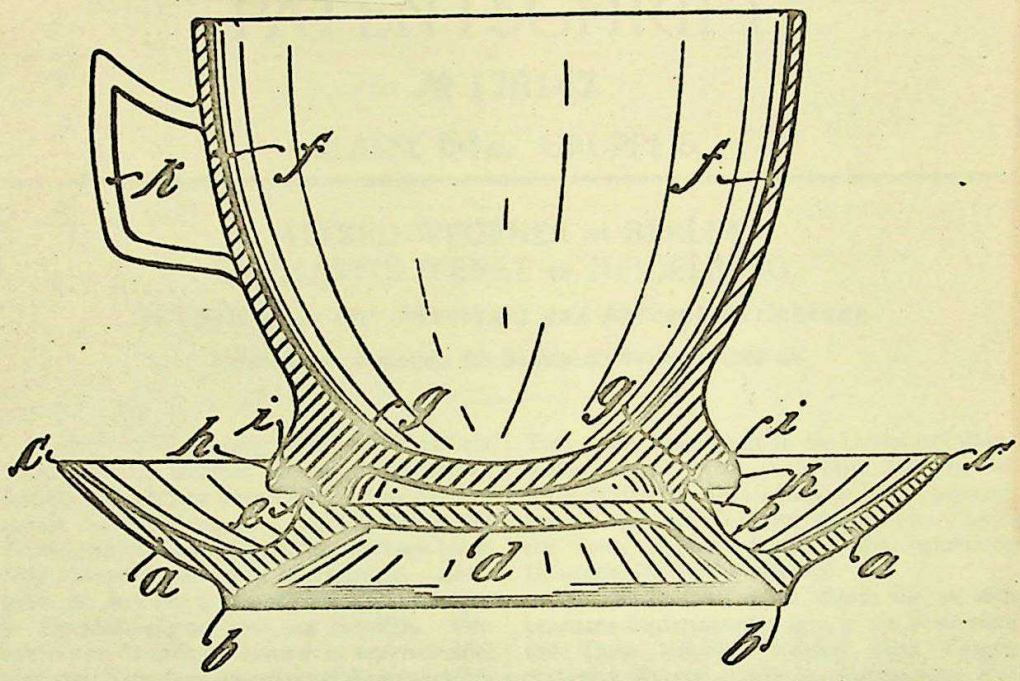
JOHN NEVE MASTERS
Applicant

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1903.

[*Price 8d.*]

D7-T536 Wegener et al (Germany) 178,147 1 sht drwg 2 pp. spec. 11-29-05

[redacted]



Zu der Patentschrift

№ 178147.

PHOTOGR. DRUCK DER REICHSDRUCKEREI.

KAISERLICHES PATENTAMT.

PATENTSCHRIFT

— № 178147 —

KLASSE 64*a*. GRUPPE 5.

ALFRED WEGENER IN BERLIN
UND MARTIN WENKE IN HEIDELBERG.

Trinkgeschirr mit Untersatz und Abtropfvorrichtung.

Patentiert im Deutschen Reiche vom 29. November 1905 ab.

Vorliegende Erfindung bezieht sich auf ein Trinkgeschirr, welches mit einer besonderen Abtropfvorrichtung versehen ist, um das Besudeln der Kleidung usw. beim Anheben des Trinkgeschirres zu verhindern, wie auch einen festen Stand desselben zu ermöglichen. Letzteres ist besonders wichtig für Speisewagen in Eisenbahnzügen und auf Schiffen. Von bekannten derartigen Geschirren unterscheidet sich der Erfindungsgegenstand hauptsächlich durch die besondere Gestaltung eines Abtropfrandes an der Unterseite des eigentlichen Trinkgefäßes.

Die Erfindung ist in der beiliegenden Zeichnung in einer Ausführungsform (Tasse) im Vertikalschnitte dargestellt.

Die Untertasse *a*, welche mit ihrem Rande *b* aufsteht, ist nicht nur an ihrem Rande *c*, sondern auch im mittleren Teile *d* erhöht und hat dort einen ringförmigen Rand *e*. Auf diesen setzt sich die Obertasse *f* mit einer Stufe *g* auf. Ferner hat die Obertasse *f* oberhalb dieser Stufe *g* einen äußeren Abtropfrand *h* mit einer Aushöhlung *i*.

h und *i* bewirken, daß jede aus der Tasse ablaufende Flüssigkeit von *h* auf die Untertasse *a* abtropft, so daß beim Anheben der Tasse *f* am Henkel *k* diese unten stets trocken und sauber ist. Wichtig ist die Einrichtung auch besonders für Gasthäuser, in denen die Kellner beim unvorsichtigen Tragen der Tassen die Flüssigkeit in die Untertasse überlaufen lassen. Aber auch beim Ablegen des Kaffeelöffels in die Untertasse hinein bildeten sich bisher oft Tropfen am unteren Rande der Tasse, welche dann zu den bekannten Unannehmlichkeiten führten.

Schließlich wird auch durch die an sich bekannte Stufenanordnung *c*, *g* ein Feststehen der Tasse bewirkt, welches beim Tragen mehrerer Tassen, sowie in Speisewagen von Zügen und auf Schiffen wie bekannt große Vorzüge gewährt.

Als Material zur Ausführung der Erfindung kann jedes geeignete dienen, wie es auch unbenommen bleibt; die Gestalt des Trinkgefäßes *f* und des Untersatzes *a* beliebig zu wählen. Die dargestellte Tasse ist eben nur eine von vielen Ausführungsformen der Erfindung.

Patent-Anspruch:

Trinkgeschirr mit Untersatz und Abtropfvorrichtung, dadurch gekennzeichnet, daß der untere Rand des Trinkgefäßes auf einem erhöhten Ring *(e)* im Untersatze aufsteht und diesen Ring mit einem ausgehöhlten, nach unten zugeschärften Rand *(h)* übergreift, um an dieser Stelle das Abtropfen der am Trinkgefäß herablaufenden Flüssigkeit herbeizuführen.

Hierzu 1 Blatt Zeichnungen.

BERLIN. GEDRUCKT IN DER REICHSDRUCKEREI.

schließenden Büchse verbunden wird und zusammen mit dem Rand der Büchse den oberen Stützpunkt für das Öffnungswerkzeug bildet. Die Verbindung des Deckels mit der Büchse kann auch in einer anderen geeigneten Weise stattfinden. In dem Deckel befindet sich noch eine besondere geschwächte Stelle *D*, welche in die Öffnungslinie *B* ausläuft und zur besseren Einführung des Öffnungswerkzeuges dient.

Es sei noch bemerkt, daß die Anordnung der Rippe *E* einen weiteren Vorteil insofern im Gefolge hat, als sie beim Eindrücken der Schwächungslinie nachgibt, das Material sich also ohne Bildung von Falten usw. strecken kann, wodurch bei Druckbildung in der Büchse o. dgl. ein Undichtwerden derselben in der Öffnungslinie vermieden wird.

Patent-Ansprüche:

1. Blechbüchsendeckel, der durch Aufreißen entlang einer Schwächungslinie geöffnet wird, dadurch gekennzeichnet, daß der Deckel mit einer zur Schwächungslinie konzentrischen, nach der Deckelmitte zu liegenden Rippe versehen ist, welche eine Versteifung des mittleren Deckelteiles bewirkt und beim Aufreißen des Deckels mittels eines durch die Schwächungslinie eingeführten beliebigen Gegenstandes das Quereinreißen des Deckels verhindert.

2. Ausführungsform des Blechbüchsendeckels nach Anspruch 1, dadurch gekennzeichnet, daß die Rippe *(E)* nach dem Gefäßinneren vorspringt, derart, daß sie dem Öffnungswerkzeug beim Aufreißen des Deckels als Angriffspunkt dient und die Spreizwirkung beim Öffnen gleichmäßig auf die Öffnungslinie überträgt.

3. Ausführungsform nach Anspruch 1 und 2, dadurch gekennzeichnet, daß zur Einführung des zum Öffnen benutzten Gegenstandes eine besondere geschwächte Stelle *(D)* vorgesehen ist, welche in die Öffnungslinie *(B)* ausläuft.

Hierzu 1 Blatt Zeichnungen.

BERLIN. GEDRUCKT IN DER REICHSDRUCKEREI.

D7/6 536
121
222
400 GREAT BRITAIN
Miscellaneous.

A.D. 1909. JAN. 7. № 400.

WILLIAMS' COMPLETE SPECIFICATION.

(1 SHEET)

D/3 245

Fig:1.

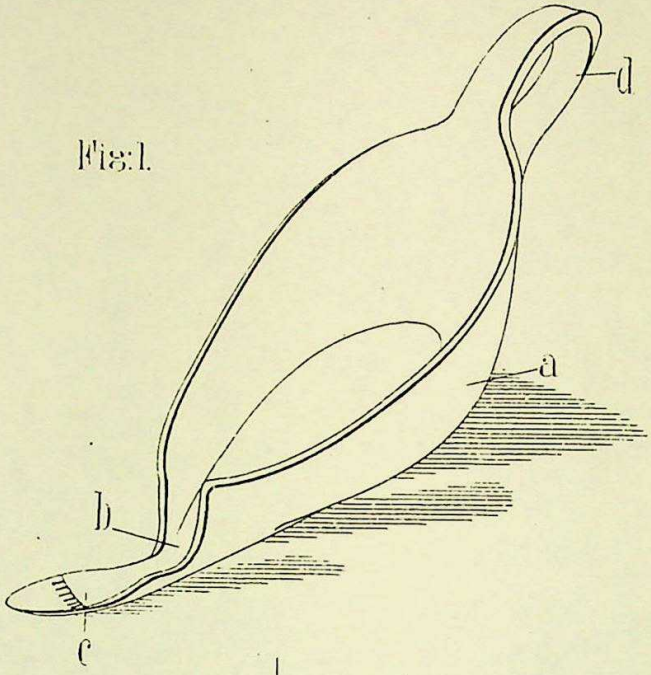


Fig:2.

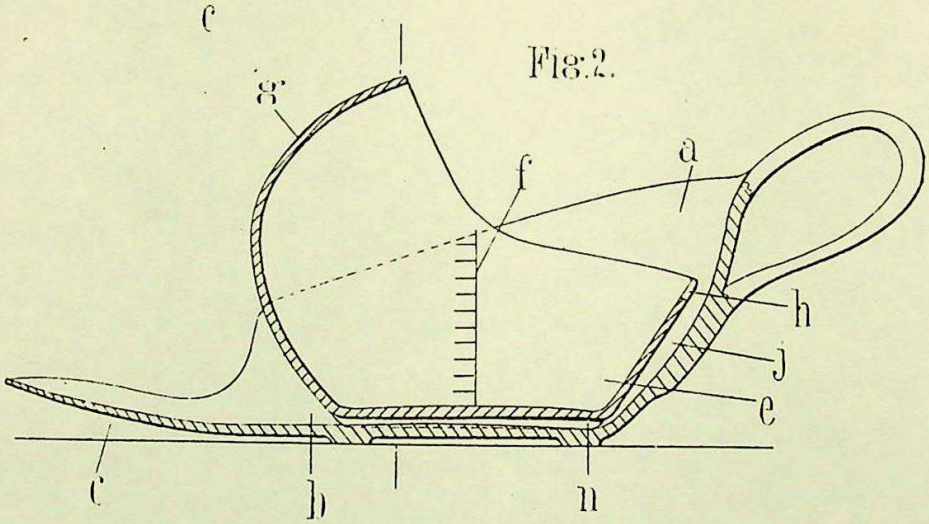
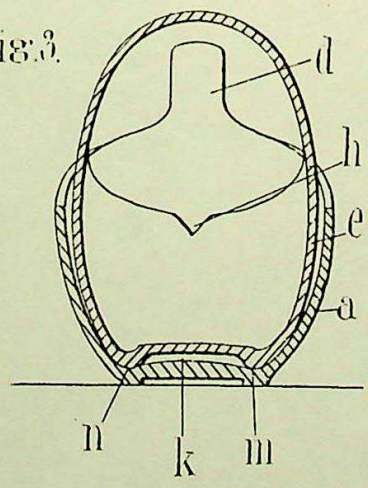


Fig:3.



Malby & Sons, Photo-Litho.

SURGERY, Miscellaneous.

N° 400 A.D. 1909

Date of Application, 7th Jan., 1909

Complete Specification Left, 5th May, 1909—Accepted, 23rd Sept., 1909

PROVISIONAL SPECIFICATION.

"Improvements in and relating to Devices for Administering Liquids or the like."

I, Arthur John Berry Williams, of 28, Wordsworth Road, Wallington, in the County of Surrey, Chemist; do hereby declare the nature of this invention to be as follows:—

This invention has for its object a device enabling the efficient and speedy administration of liquids or the like, such as foods and medicines in definite or indefinite quantities to persons or animals in upright or recumbent positions.

A device constructed in accordance with this invention comprises a container provided at one end with an upwardly inclined extension in the form of a spoon and having an opening establishing communication between the said spoon and the body of the container.

In one form of device constructed in accordance with this invention and which is especially adapted for administering predetermined quantities of liquid medicine, the container is provided at its forward end with an opening communicating with a graduated spoon-shaped receptacle inclined in such a way that any liquid placed in the said spoon will immediately flow into the said container if the device is held in a horizontal position.

A suitable handle is fixed at the opposite end of the container to enable the easy manipulation of the device in measuring the desired doses of medicine and to facilitate the introduction of the spoon-shaped receptacle into the patient's mouth.

To administer a dose of medicine the device is held in an inclined forward position so that the spoon is horizontal and the desired quantity of medicine is poured into the graduated spoon. As soon as the desired quantity is measured the device is restored to its normal horizontal position, the contents of the spoon will then flow into the container and the device will be ready for administering the medicine at any future time by tilting the whole device forward, thus causing the liquid to flow from the container through the opening into the spoon and thence into the patient's mouth.

A modified form of device constructed in accordance with this invention is especially adapted for administering liquids or the like, either simultaneously or at different times, in quantities which cannot be measured by the spoon method above set forth. In this modified form of device a second container having suitable graduations marked on the inside, is adapted to be easily slipped into the first-named container. The second container carries at one end a shaped hood enabling it to be tilted forward without losing the contents and also preventing the contents from being seen by the patient. At the opposite end a suitable opening or spout is made to allow any liquid placed in the second container to be caused to escape if the whole device is tilted backwards. The second container is of such shape as to allow the liquid escaping out of the spout to pass down a space between the back portions of the two containers. This space communicates with the spoon-shaped receptacle by a passage formed between the bottoms of the two receptacles. This passage is conveniently formed by suitable distance-pieces provided on either container.

When definite quantities of liquid have to be administered the second

[*Price* 8*d*.]

container is filled with the required quantity which is measured by reading the gauge placed inside, or an indefinite quantity is placed in the container and the operator only allows a given quantity to escape through the previously mentioned opening or spout by tilting the whole device backwards. This measured quantity then drops into the first container, flows through the passage under the second container, through the opening into the spoon and thence into the patient's mouth.

Dated this 7th day of January, 1909.

A. M. & WM. CLARK,
Chartered Patent Agents,
53, Chancery Lane, London.

COMPLETE SPECIFICATION.

"Improvements in and relating to Devices for Administering Liquids or the like."

I, Arthur John Berry Williams, of 28, Wordsworth Road, Wallington, in the County of Surrey, Chemist; do hereby declare the nature of this invention and in what manner the same is to be performed, to be particularly described and ascertained in and by the following statement:—

This invention relates to feeding devices having upwardly inclined spouts and has for its object a device enabling the efficient and speedy administration of liquids or the like, such as foods and medicines in definite or indefinite quantities to persons or animals in upright or recumbent positions.

A device constructed in accordance with this invention comprises a container provided at one end with an upwardly inclined extension in direct continuation of and approximately in the same plane as the bottom of said container, whereby the liquid may be administered, and having an opening establishing communication between the said extension and the body of the container.

Referring to the drawings,

Figure 1 is a perspective view of one form of device constructed in accordance with this invention.

Figure 2 is a longitudinal, and

Figure 3 a transverse sectional elevation of a modified form.

In the form of device shewn in Figure 1, and which is especially adapted for administering predetermined quantities of liquid medicine, the container *a* is provided at its forward end with an opening *b* communicating with a graduated spoon-shaped receptacle *c* inclined in such a way that any liquid placed in the said spoon *c* will immediately flow into the said container *a* if the device is held in a horizontal position.

A suitable handle *d* is fixed at the opposite end of the container *a* to enable the easy manipulation of the device in measuring the desired doses of medicine and to facilitate the introduction of the spoon-shaped receptacle *c* into the patient's mouth.

To administer a dose of medicine the device is held in an inclined forward position so that the graduated spoon *c* is horizontal and the desired quantity of medicine is poured therein. As soon as the desired quantity is measured the device is restored to its normal horizontal position, the contents of the spoon *c* will then flow into the container *a* and the device will be ready for administering the medicine at any future time by tilting the whole device forward, thus causing the liquid to flow from the container *a* through the opening *b* into the spoon *c* and thence into the patient's mouth.

The modified form of device shewn in Figures 2 and 3 is especially adapted for administering liquids or the like, either simultaneously or at different times, in quantities which cannot be measured by the spoon method above set forth. In this modified form of device a second container *c* having suitable graduations *f* marked on the inside, is placed within the first named container *a* and may be made removable or not. The container *c* carries at one end a shaped hood *g* enabling it to be tilted forward without losing the contents and also preventing the contents from being seen by the patient. At the opposite end a suitable notch *h* is made to allow any liquid placed in the container *c* to be caused to escape if the whole device is tilted backwards. The container *c* is of such a shape as to allow the liquid escaping out of the notch *h* to pass down a space *j* between the back portions of the containers *a* and *c*. This space *j* communicates with the spoon-shaped receptacle *c* by a passage *k* formed between the bottoms of the two receptacles *a* and *c*. This passage *k* is conveniently formed by suitable distance-pieces *m n* provided on the container *c*.

When definite quantities of liquid have to be administered the container *c* is filled with the required quantity which is measured by reading the gauge *f* placed inside, or an indefinite quantity is placed in the container *c* and the operator only allows a given quantity to escape through the previously mentioned notch *h* by tilting the whole device backwards. This measured quantity then drops into the container *a*, flows through the passage *k*, through the opening *b* into the spoon *c* and thence into the patient's mouth.

If desired a spout may be substituted for the spoon *c* and a spout may also be substituted for the notch *h*.

In some cases the notch *h* may be disposed at the side of the receptacle *c* and the receptacles *a* and *c* may be so shaped as to permit of being tilted sideways to cause the contents of the receptacle *c* to escape to the receptacle *a*.

Having now particularly described and ascertained the nature of the said invention and in what manner the same is to be performed, I declare that what I claim is :—

1. A device for administering liquids or the like comprising a container provided at one end with an upwardly inclined extension in direct continuation of and approximately in the plane of the bottom of said container, said extension being graduated or not, and whereby the liquid may be administered and having an opening establishing communication between the said extension and the body of the container.

2. A device for administering liquids or the like as claimed in Claim 1, in combination with a second container which may be removable and graduated or not.

3. In a device for administering liquids or the like as claimed in Claim 2, a second container provided with a notch at the back thereof, said containers being so shaped as to allow of the passage of liquid between the back portions thereof and underneath the second container, substantially as set forth.

4. In a device for administering liquids or the like as claimed in Claim 2, a second container provided with a hood substantially as and for the purpose set forth.

5. A device for administering liquids or the like, constructed, arranged and adapted for use substantially in the manner and for the purpose set forth.

Dated this 5th day of May, 1909.

A. M. & WM. CLARK,
Chartered Patent Agents,
53, Chancery Lane, London.

Redhill: Printed for His Majesty's Stationery Office, by Love & Malcomson, Ltd.—1909.

3. Geschirr nach Anspruch 1, dadurch gekennzeichnet, daß der Raum zwischen einer Hohlkehle *(7)* des irdenen Geschirres und einer Hohlkehle *(8)* des Überzuges mit unverbrennbarem Kitt gefüllt wird.

4. Geschirr nach Anspruch 1 und 3, dadurch gekennzeichnet, daß die Hohlkehle *(8)* des Blechmantels mit zwei durch eine in der Hohlkehle *(7)* des Geschirres vorgesehene Querwand *(11)* getrennten Öffnungen *(9, 10)* versehen ist, zu dem Zwecke, durch Austreten des Kittes aus der einen Öffnung das vollständige Ausfüllen des Hohlraumes, durch den, bei der anderen Öffnung eingepreßten Kitt beobachten zu können.

5. Geschirr nach Anspruch 1, dadurch gekennzeichnet, daß der Blechüberzug aus zwei Teilen besteht, deren einer den Geschirrand umfaßt und mit dem anderen durch einen Falz verbunden ist.

113/120cc Austrian
D-37-536

Fig. 1

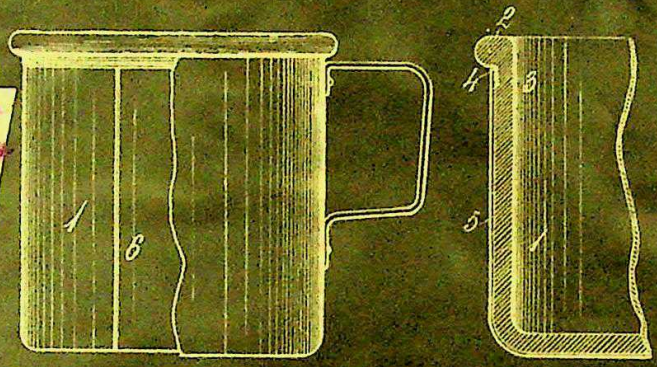
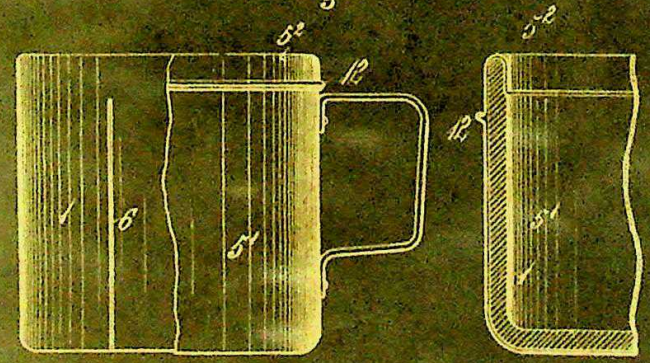


Fig. 3

Fig. 5



Druck von R. Spies & Co., Wien

e 34 a.

Ausgegeben am 25. Oktober 1909.

KAIS. KÖNIGL. PATENTAMT.

Österreichische

PATENTSCHRIFT Nr. 39326.

RANZ FÖRSTER IN SOBORTEN BEI TEPLITZ (BÖHMEN).

Irdenes Geschirr mit Blechüberzug.

Angemeldet am 3. Dezember 1907. — Beginn der Patentdauer: 15. Juni 1909.

Irdene Geschirre, bei denen unter Vermittlung eines leitfähig gemachten Bindemittels Metallniederschlag auf galvanischem Wege aufgebracht wird, sind bekannt. Weiters ist nnt aus keramischen Material hergestellte Kochgeschirre mit Hilfe eines Flußmittels einem Metallmantel zu verbinden. Auch werden irdene Geschirre einfach in einen mantel eingefügt, um bei Bruch ein leichtes Auswechseln des inneren keramischen s zu ermöglichen.

Gemäß vorliegender Erfindung wird das Geschirr an seiner Oberfläche mit einer zum Abführen der Luft versehen. Die Befestigung des Überzuges erfolgt gemäß einer ührungsform durch Verlöten mit einem in einer Hohlkehle des Geschirres gelagerten tbande, während gemäß einer zweiten Ausführungsform ein teils im Geschirr, teils im zug gelagerter Wulst aus unverbrennbarem Kitt oder dgl. das Abgleiten des Über- verhindert. Schließlich ist es möglich den Überzug derart zweiteilig herzustellen, daß bere Teil auch die Innenfläche zum Teil bedeckt und durch einen Falz mit dem en Teil verbunden ist.

Auf der Zeichnung sind sämtliche Ausführungsformen in Seitenansicht und im Schnitt stellt. Gemäß der in Fig. 1 und 2 dargestellten Ausführungsform ist der Rand des en Gefäßes *1* zu einem Wulst *2* ausgebildet, an den sich eine Hohlkehle *3* anschließt. eser Hohlkehle ist eine Drahteinlage *4* gelagert, die mit dem Rande des Blechüber- *5* verlötet wird. Eine schmale Rille *6* an der Außenseite des Gefäßes gestattet den itt der Luft beim Anpressen des Überzuges. Das Aufziehen des Überzuges erfolgt im en Zustande und wird durch eine dünne Schichte unverbrennbaren Kittes zwischen Geschirr und Überzugboden ein gutes Aneinanderliegen gewährleistet.

Bei der in Fig. 3 und 4 dargestellten Ausführungsform sind das Geschirr und der überzug mit einer Hohlkehle *7* bezw. *8* versehen und wird der wulstförmige Hohl- zwischen beiden Hohlkehlen durch unverbrennbaren Kitt ausgefüllt. Das Einführen Kittes erfolgt hierbei durch eine Öffnung *9* im Wulst des Blechüberzuges. Durch eine ng *10* tritt der bei *9* eingepreßte Kitt aus und ist zwischen beiden Öffnungen im *7* des Geschirres eine Querwand *11* angeordnet, damit der Kitt den ganzen Hohl- ausfüllt.

Die Fig. 5 und 6 zeigen die dritte Ausführungsform. Der Blechüberzug besteht aus Teilen, von denen der obere 5^2 den Geschirrand umfaßt und mit dem unteren 5^1 einen Falz *12* oder dgl. verbunden ist. Als Material für den Überzug eignet sich lhaft Weißblech oder Nickel, jedoch kann auch anderes Metall verwendet werden.

PATENT-ANSPRÜCHE:

1. Irdenes Geschirr mit Blechüberzug, dadurch gekennzeichnet, daß an der äußeren che des Geschirres eine Rille angeordnet ist um beim Aufziehen des Blechmantels ntweichen der Luft zu ermöglichen und daß der Blechmantel am oberen Rande mit Geschirr fest verbunden ist.

2. Geschirr nach Anspruch 1, dadurch gekennzeichnet, daß das Abgleiten des Über- *(5)* durch Verlöten mit einem Drahtband *(4)* verhindert wird, das in einer Hohl- *(3)* des Geschirres *(1)* gelagert ist.

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Zu der Patentschrift 258588

KOZELKA et al
(Germany)
APRIL 11, 1913
(Ichtbury; app. spec)

Fig. 1.

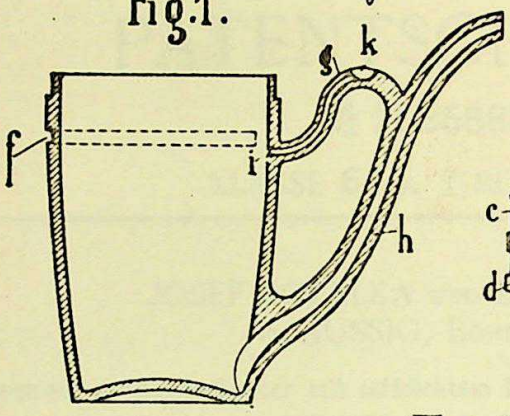


Fig. 2.

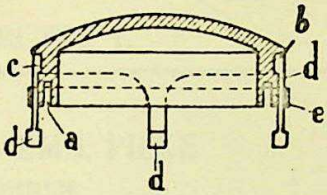


Fig. 5.

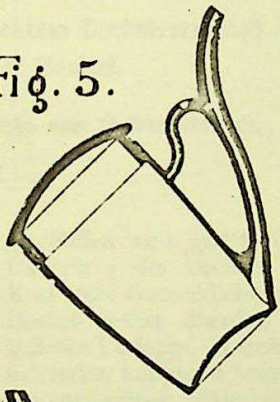


Fig. 3.

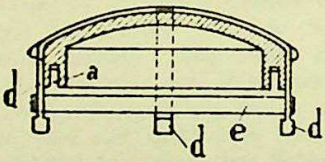


Fig. 4.

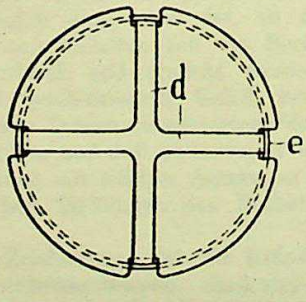
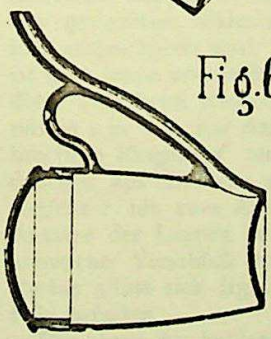


Fig. 6.



PHOTOGR. DRUCK DER REICHSDRUCKEREI.

KAISERLICHES PATENTAMT.

AUSGEGEBEN DEN 11. APRIL 1913.

LIBRARY, MAY 24 1913 PATENT OFFICE

PATENTSCHRIFT.

№ 258588

KLASSE 64a. GRUPPE 1.

JOSEF KOZELKA UND EMIL PIEKE
IN AUSSIG, BÖHMEN.

Geschlossener Heilquellenbecher mit luftdichtem Deckelverschluß und als Saugrohr ausgebildetem Henkel.

Patentiert im Deutschen Reiche vom 13. März 1912 ab.

Die vorliegende Erfindung bezieht sich auf geschlossene Trinkbecher mit als Saugrohr ausgebildetem Henkel. Das Neue an dem Erfindungsgegenstand, der insbesondere als Heilquellenbecher Verwendung finden soll, besteht darin, daß der nicht zum Saugen dienende Henkelteil zwischen dem Scheitel des Henkels und dem Becheroberteil als Luftkanal mit am höchsten Punkte des Henkels liegendem Lufteinlaß ausgebildet ist, so daß die Luftzufuhr am höchsten Teil des Bechers erfolgt. Hierdurch soll erreicht werden, daß einmal bei geschlossenem Gefäß kein Verschütten beim Tragen in geneigten Stellungen eintreten kann, und daß andererseits während der Benutzung ein völliges Aussaugen in allen gebräuchlichen Stellungen des Bechers möglich ist.

In den Zeichnungen ist die Erfindung in einem Ausführungsbeispiel dargestellt, und zwar zeigt Fig. 1 den Becher mit Henkel ohne Deckel im Durchschnitt und Fig. 2 bis 4 zwei beispielsweise Ausführungsformen des Verschlußdeckels in Schnitt und Aufsicht. Fig. 5 und 6 zeigen den Becher in verschieden geneigten Lagen, um erkennen zu lassen, daß ein Verschütten durch die Luftöffnung nicht eintritt.

Der Becher, der zweckmäßig aus Glas mit eingravierter Hohlmaßeinteilung hergestellt wird, ist an seinem oberen Rande außen und innen rauh und an den Stirnseiten glatt abgeschliffen und greift in eine entsprechende Ringnut *a* des Deckels, die am Grunde mit Kork oder Gummidichtung ausgefüllt ist. Der Deckel besitzt überdies eine Ringnut *b* am äußeren Umfange, in welche ein mit mehreren federnden Lappen *d* versehener Ring *c* o. dgl. aus geeignetem Material (Metall oder Zelluloid) eingeschoben wird. Das Ende der Lappen ist nach innen und außen verdickt, und greifen diese Teile beim Niederschieben eines Metallreifens *e* in eine nur durch den Henkel unterbrochene Ringnut *f* am Becher. Durch Andrücken des Deckels und Überschieben des Reifens *e* bis zum Anliegen an die äußeren Ansätze der Lappen wird demnach ein vollkommener Verschluß erreicht, ohne daß am Becher selbst sich irgendwelche Befestigungsteile befinden.

Der obere der beiden Arme *(g)* des an den Becher anschließenden Henkels ist ebenso wie der untere *(h)* hohl, nur ist der Luftkanal *i-k* vom Becher ausgehend bloß bis zum Scheitel dieses oberen Armes geführt und mündet daselbst über dem Rande des Bechers oder über dem Deckel selbst ins Freie, während der untere Teil des Henkels schnabelartig bis zum Ende weitergeführt und in bekannter Weise als Mundstück ausgebildet ist.

Fig. 3 und 4 zeigen eine andere Ausführungsform des Deckelverschlusses. An Stelle des in vier Lappen übergehenden Ringes *c-d*

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sind hier die Lappen *d* bis zum Scheitel des Bechers weitergeführt, so daß ein Bandkreuz gebildet wird, das vorteilhaft sich in eine Kreuznut des Deckels einlegt und über welches wie zuvor ein Überschiebreifen *e* gezogen wird. Der Deckelrand steht zweckmäßig wie bei Fig. 2 etwas vor, einerseits, um den Deckel leichter abheben zu können, andererseits, damit der Reifen, welcher von unten aus nach dem Einziehen der etwas federnden Lappen übergeschoben werden kann, nach oben nicht abrutscht.

PATENT-ANSPRUCH:

Geschlossener Heilquellenbecher mit luftdichtem Deckelverschluß und als Saugrohr ausgebildetem Henkel, dadurch gekennzeichnet, daß der nicht zum Saugen dienende Henkelteil *(g)* zwischen Scheitel und Becheroberteil als Luftkanal mit am Scheitelpunkt des Henkels liegendem Lufteinlaß *k* ausgebildet ist, so daß die Luftzufuhr am höchsten Punkt des Bechers erfolgt.

Hierzu 1 Blatt Zeichnungen.

BERLIN. GEDRUCKT IN DER REICHSDRUCKEREI.

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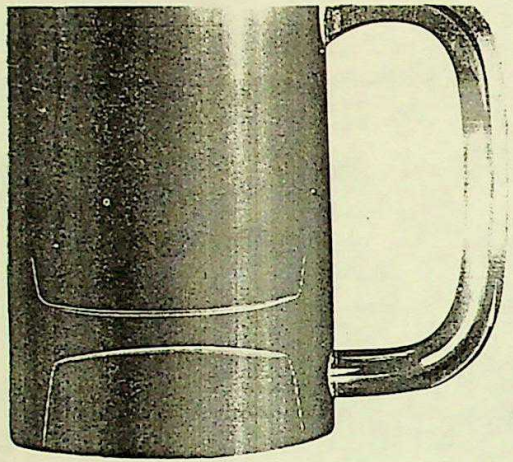
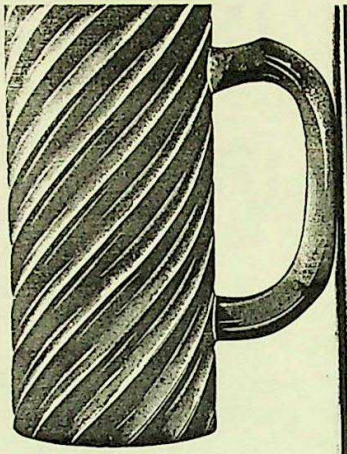
4/1/1920



No. 1650½, 14 oz. Sham.



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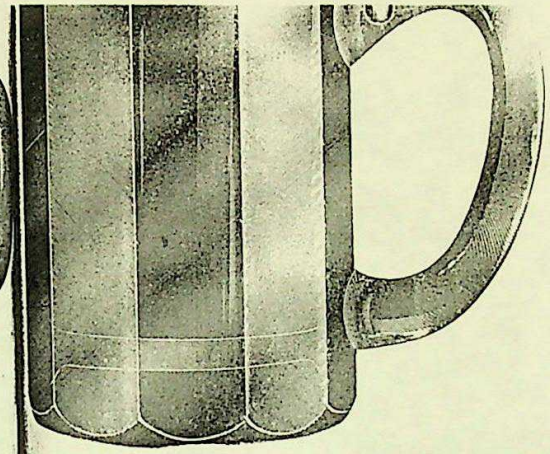
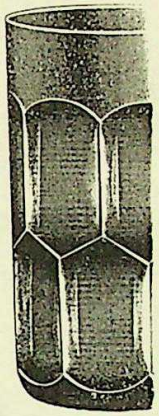
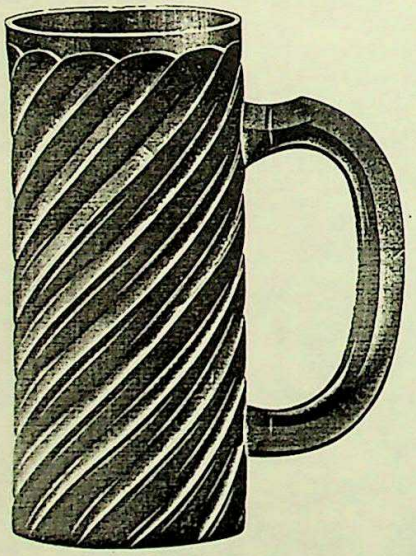


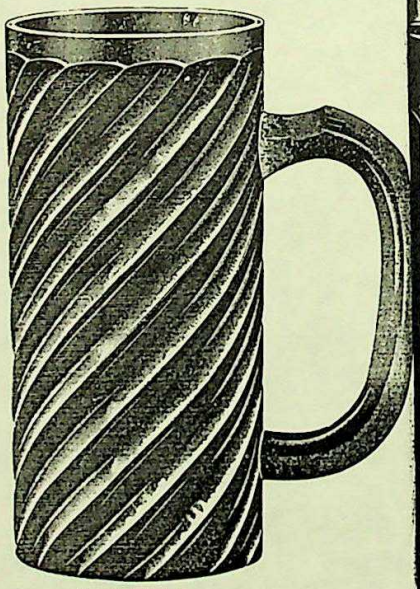
No. 3400, 19 oz.



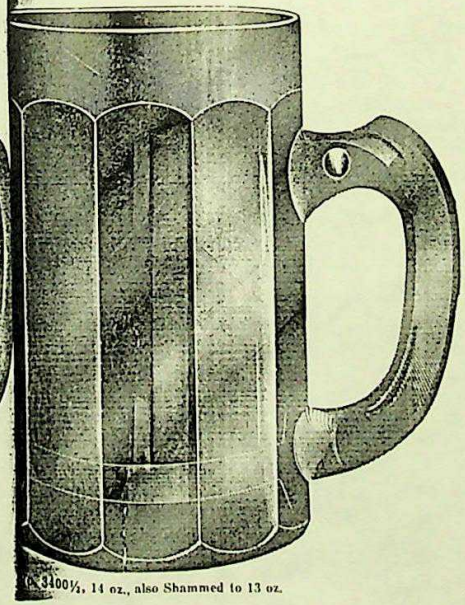
No. 3582, 3



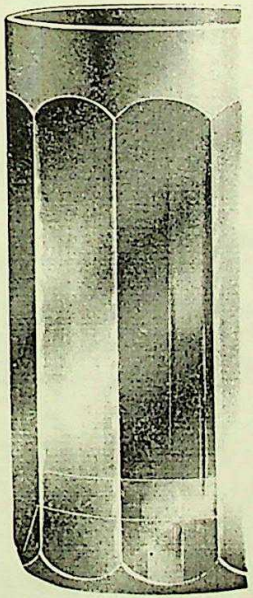
No. 3530, 8 oz.



No. 3531, 10½ oz.



No. 3400½, 14 oz., also Shammed to 13 oz.



No. 3439, 16 oz.

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BEER MUGS

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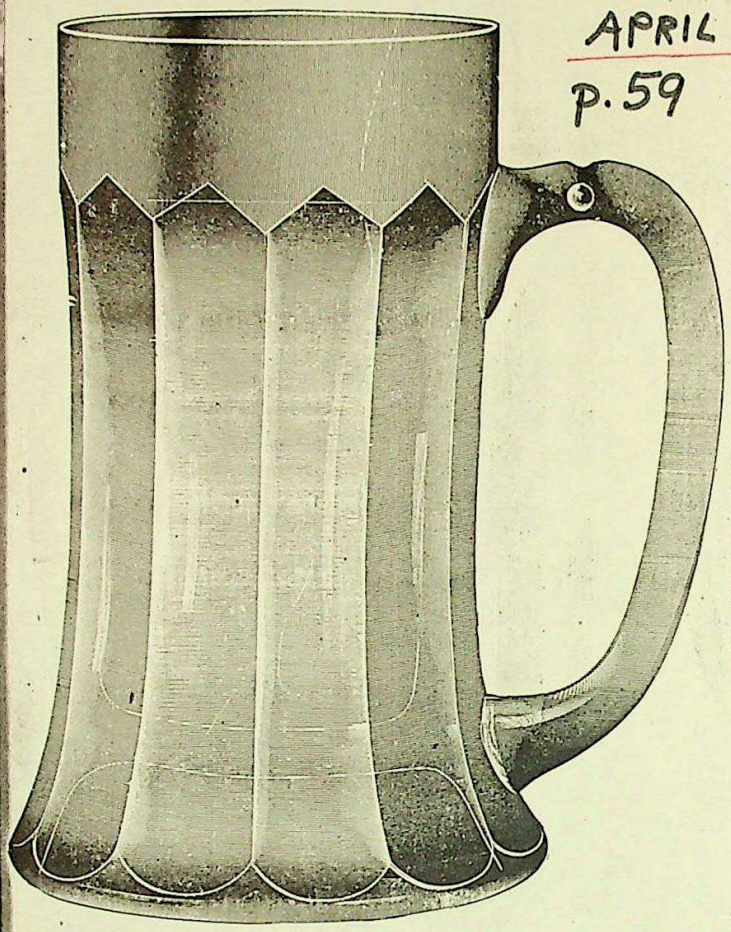

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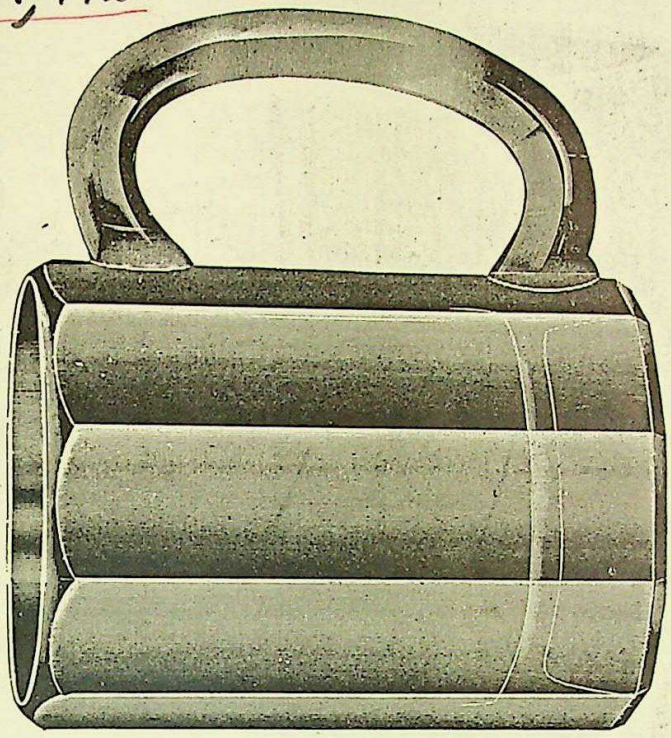
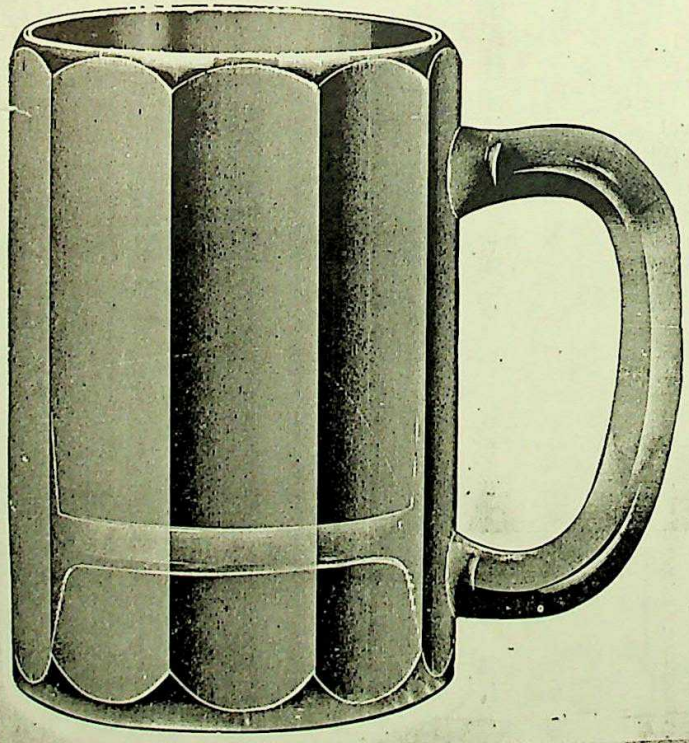
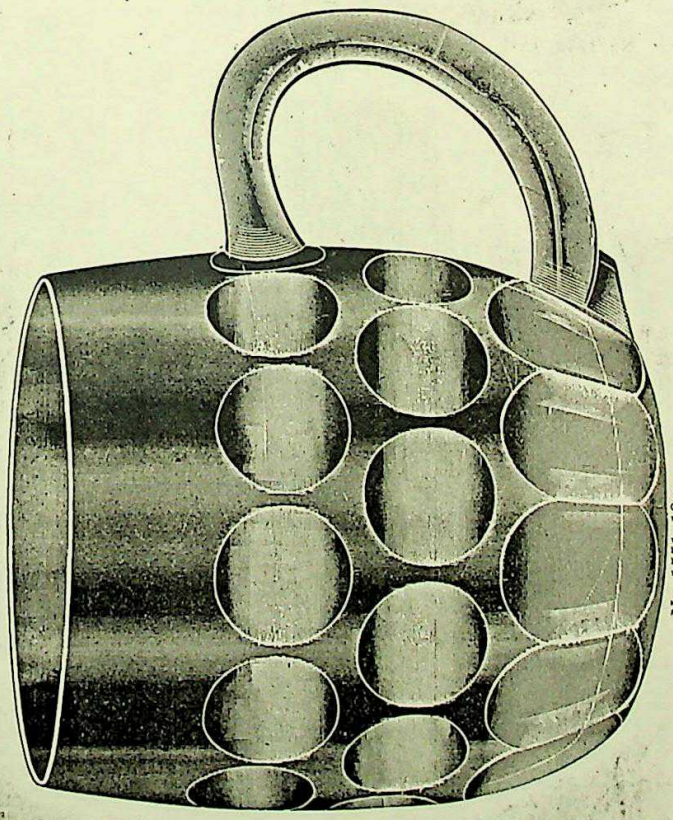


No. 1548, 12 oz.



No. 1549, 10 oz.
Also 1549½ Sham to 8 oz.



No. 1551, 18 oz.

Monongah Glass Company.

Catalog in Design Library

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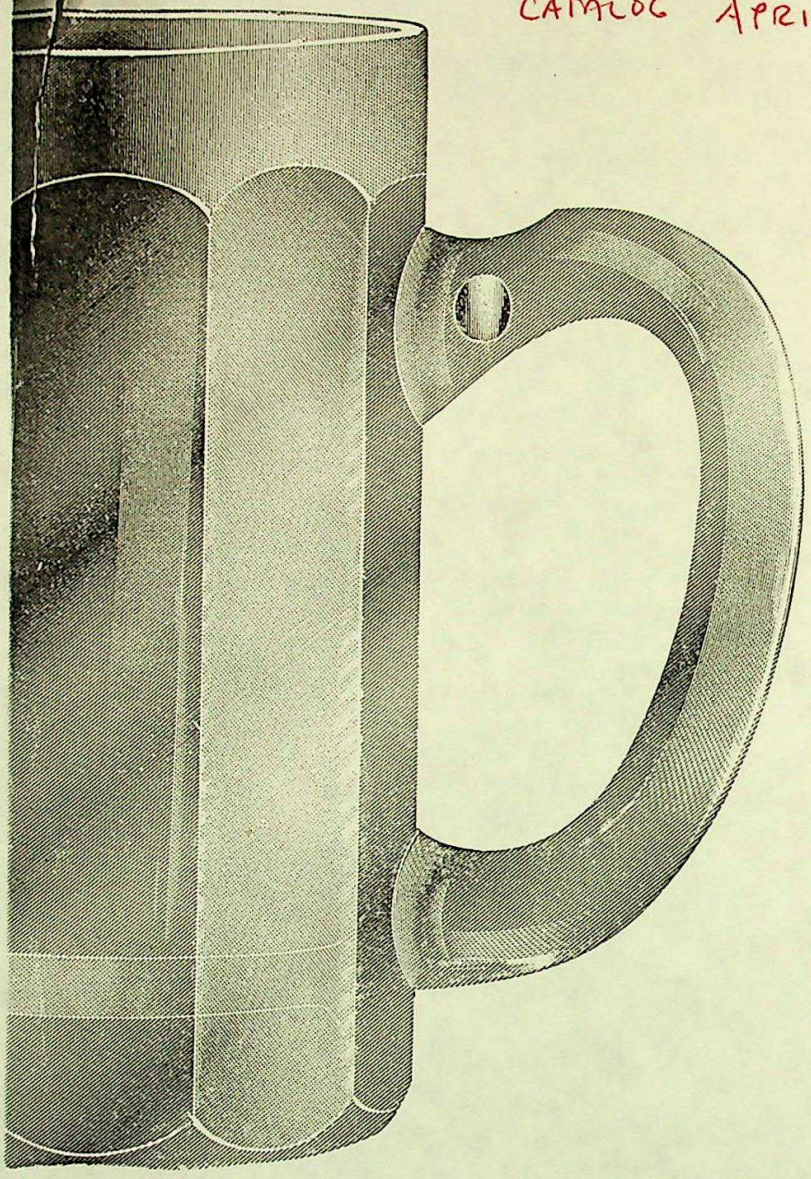
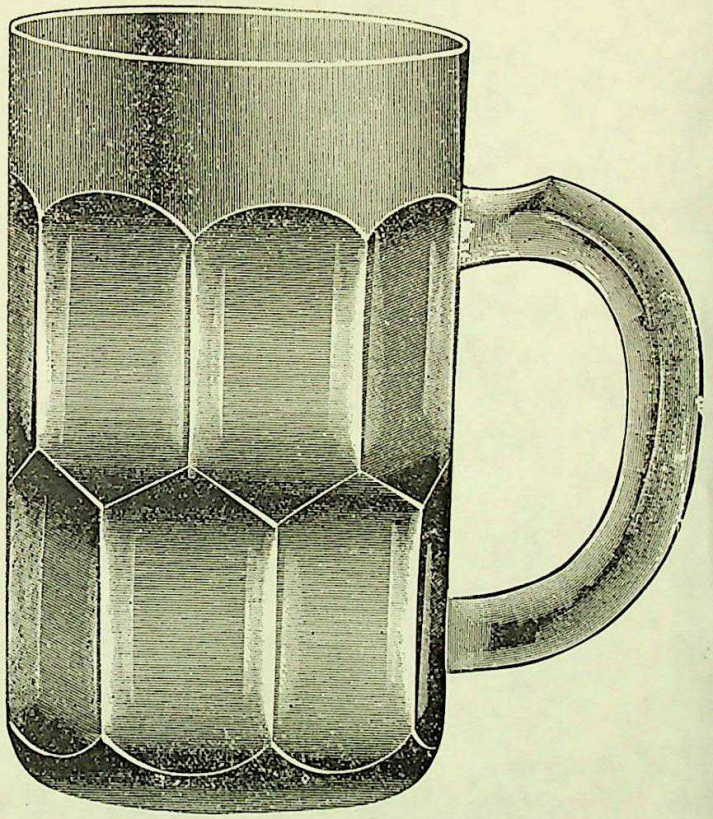
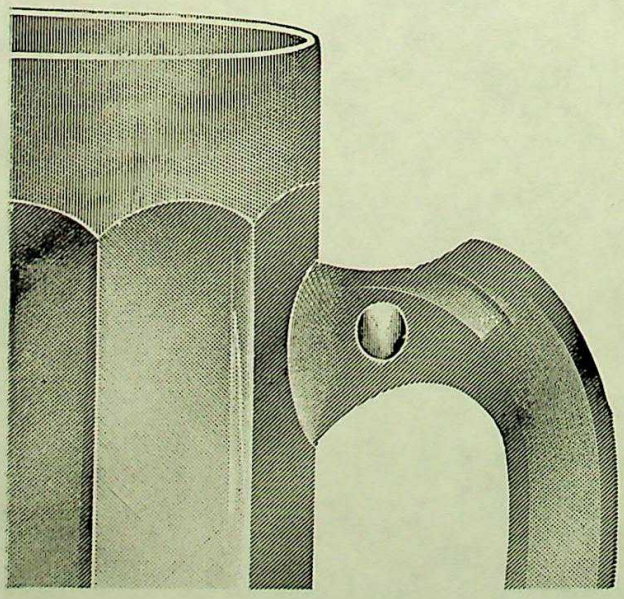
BEER MUGS

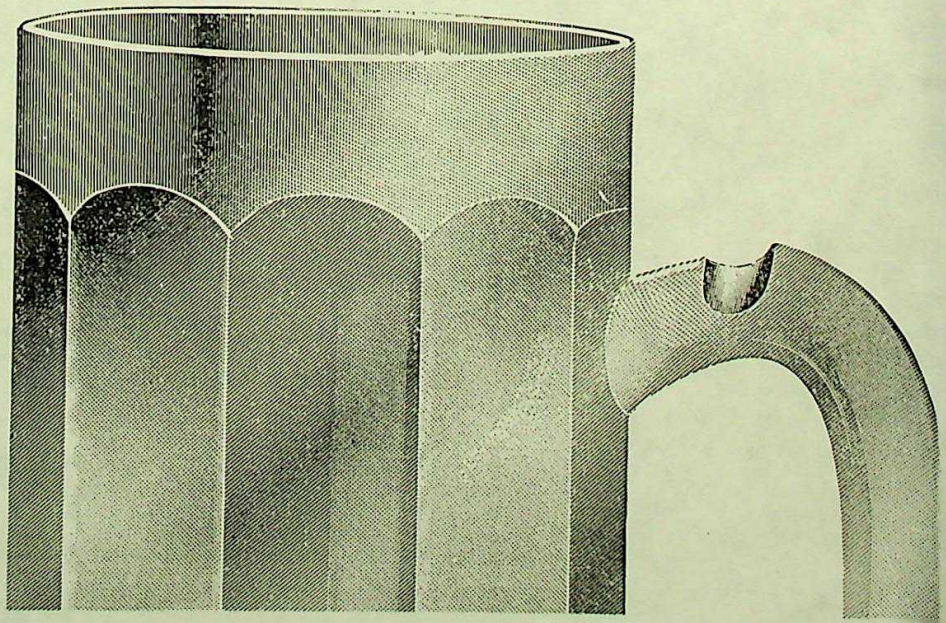


. 3400, 19 oz.



No. 3582, 3½ oz.





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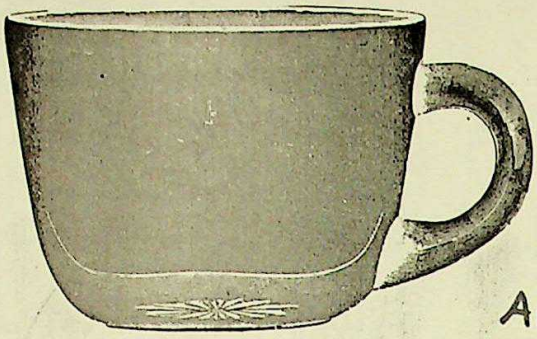
PRESSED HANDLED CUSTARDS

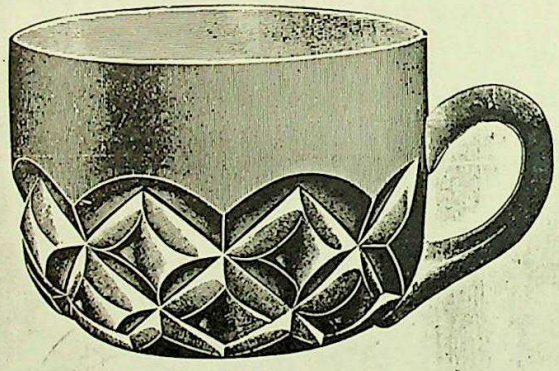
APRIL 1, 1920

P. 74



No. 1097½, 4½ oz.

No. 1098, 4½ oz.



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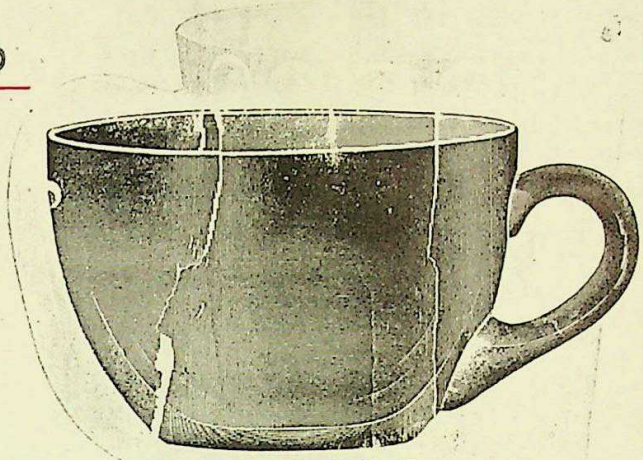
No. 1108, 5 oz.



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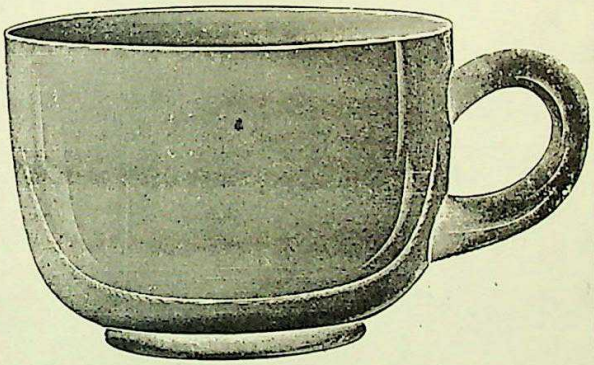

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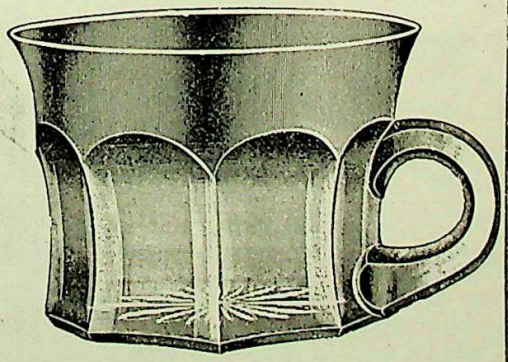

No. 1111, 4 oz.

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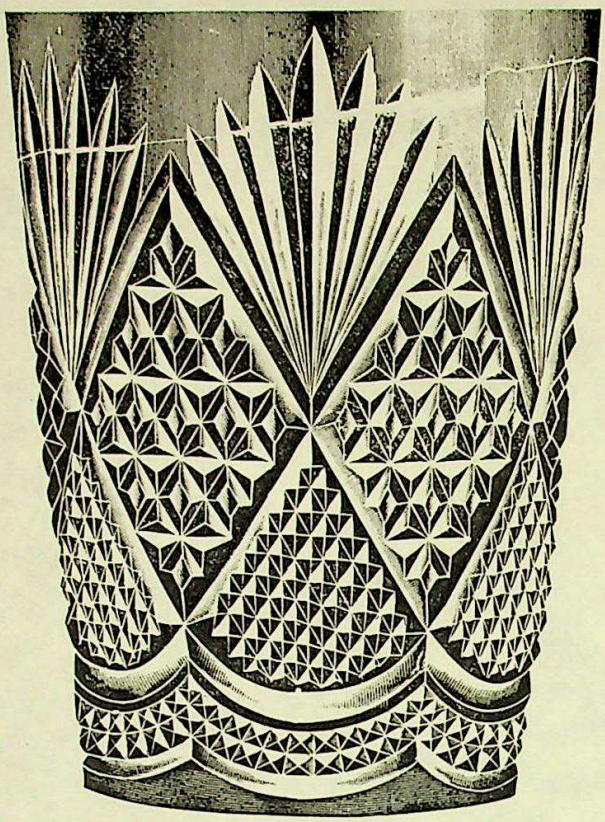

No. 1452, Ice Tea, Capped, 11 oz.

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GLASS CO.
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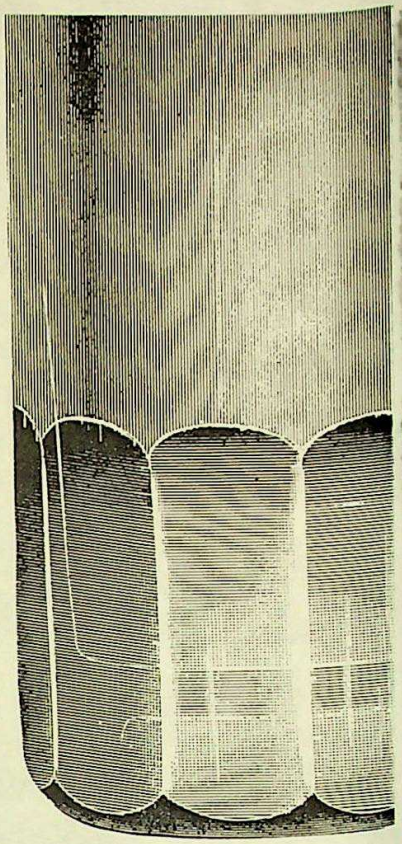
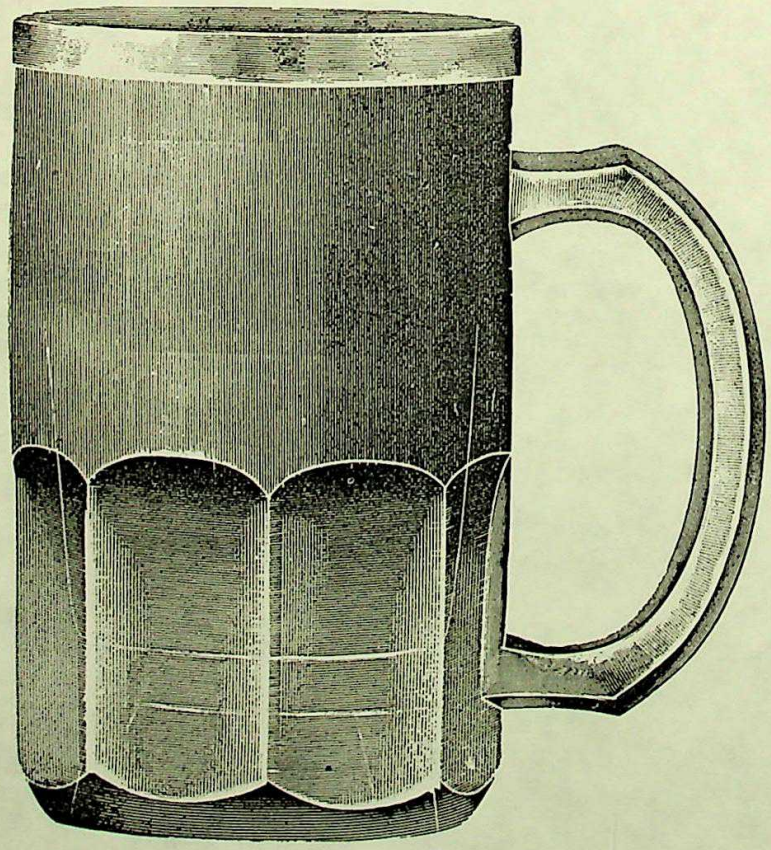


No. 1638, Capped, 6½



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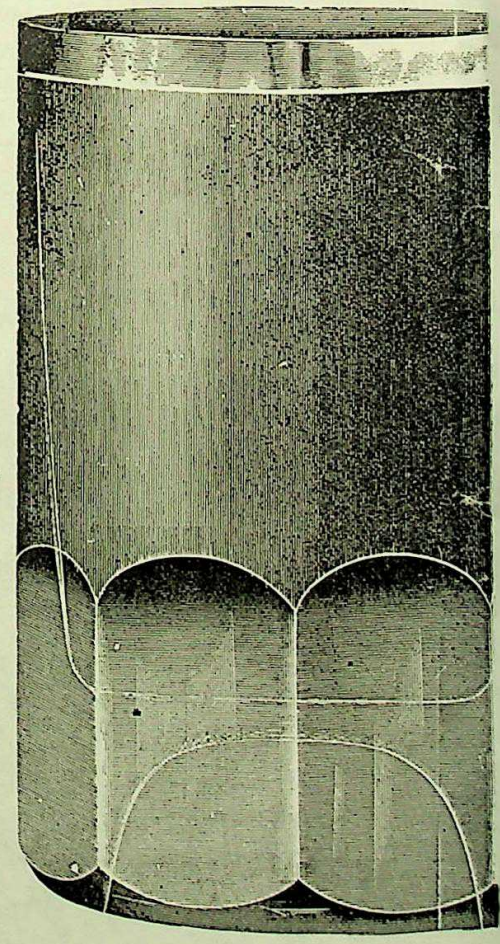

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LEAD GLASS BLOWN TUMBLERS

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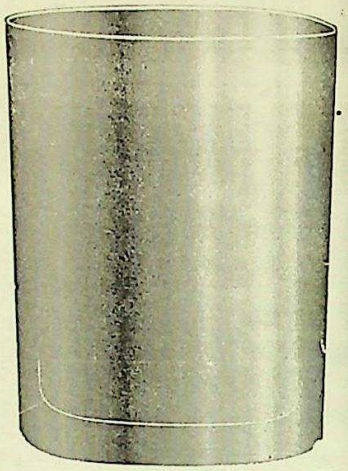
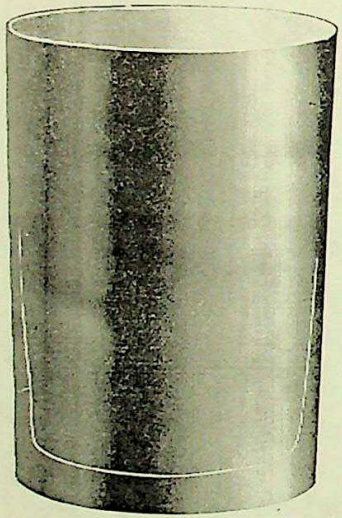


No. 9492, 8½ oz.



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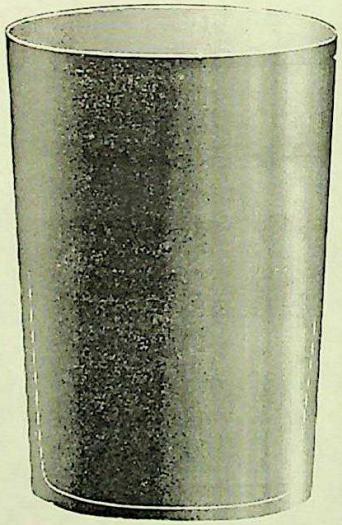

No. 0253, 9 oz.

CATALOG

LEAD GLASS BLOWN HANDLED SHERBETS.

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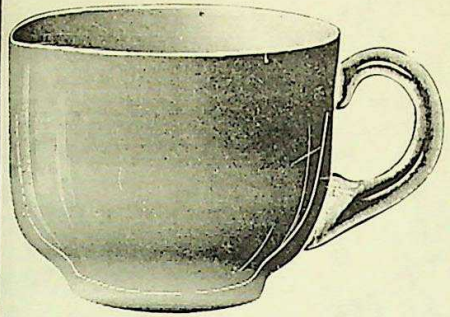

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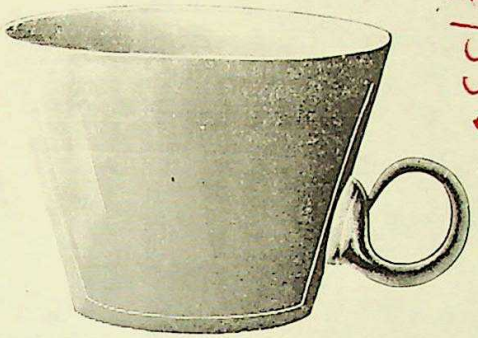

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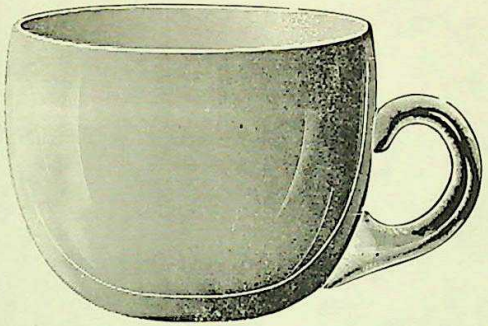

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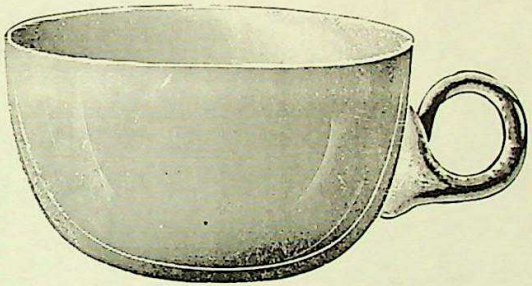

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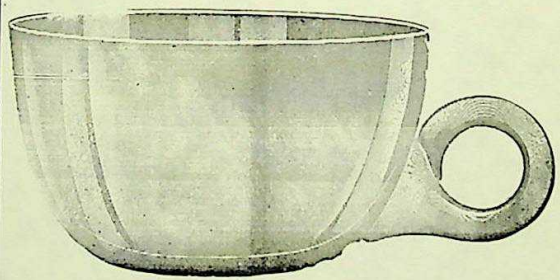

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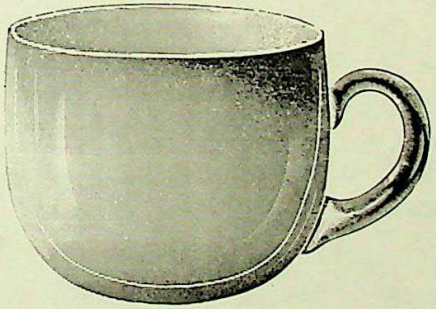

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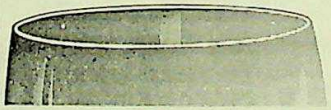

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187,860 COMPLETE SPECIFICATION Nov. 2, 1922 GREAT BRITAIN

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SHEET 1

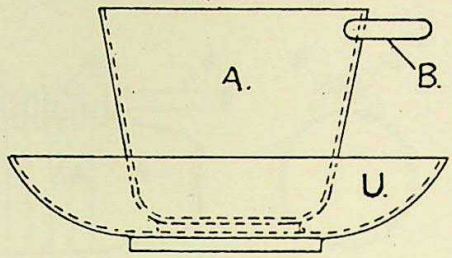

FIG. 1.

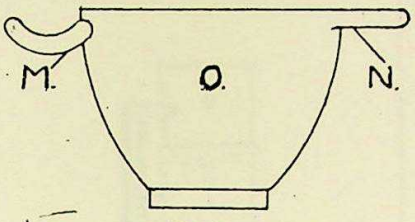

FIG. 4.

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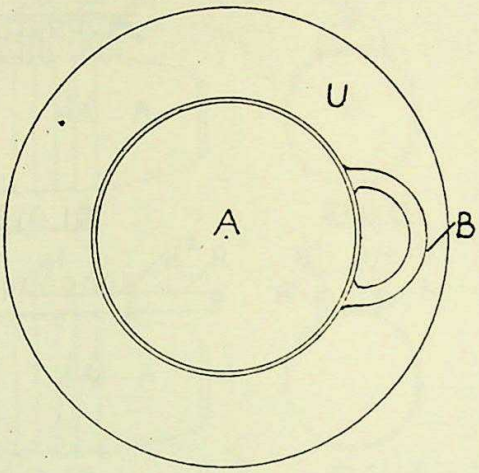

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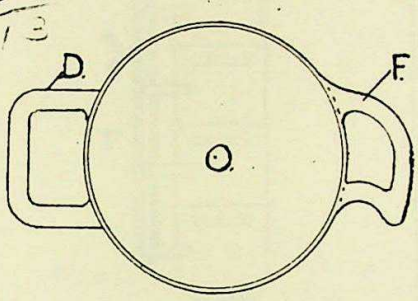

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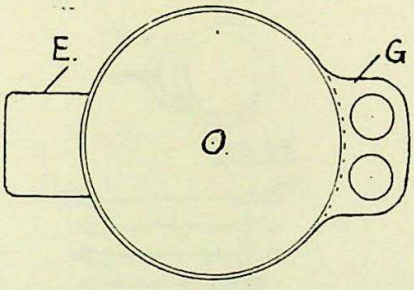

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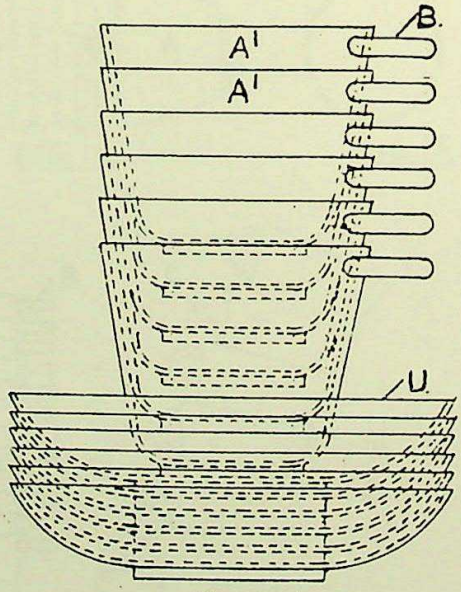

FIG. 3

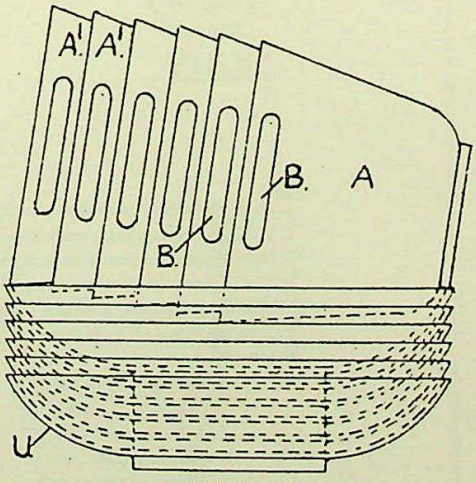

FIG. 7.

from 220/23.83 (Specification is missing)

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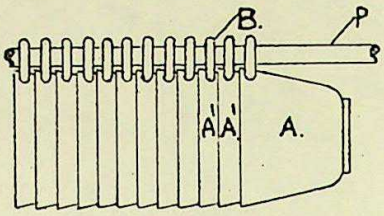


FIG. 8.

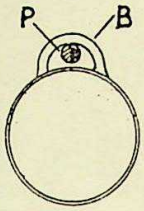


FIG. 9.

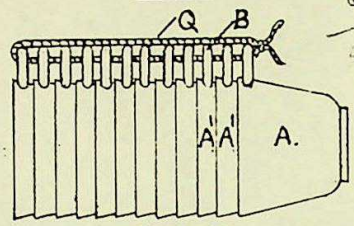


FIG. 10.

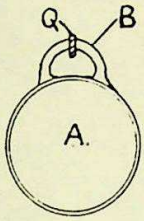


FIG. 11.

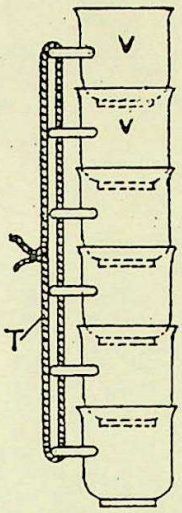
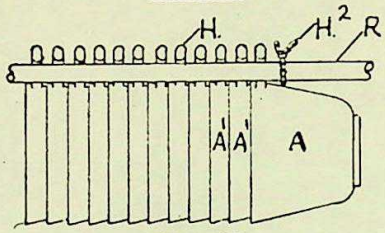


FIG. 18.



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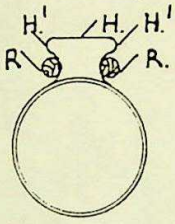


FIG 13

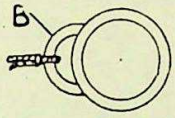


FIG. 19.

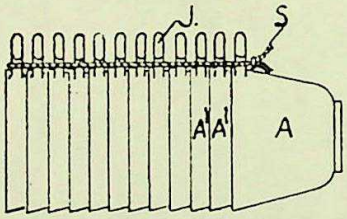
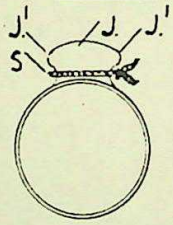


FIG. 14.



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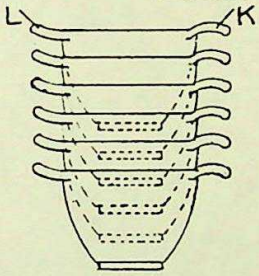
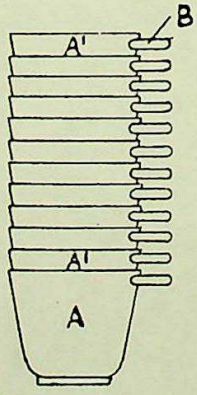


FIG. 20.



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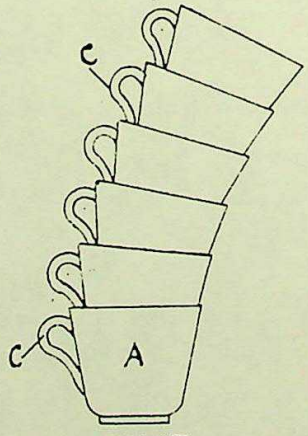

FIG. 17.

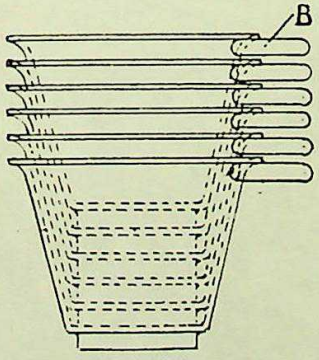

FIG. 21.

Malby & Sons, Photo-Litho.

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French

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N° 573.575 M. Bresson Pl. unique

June 26, 1924

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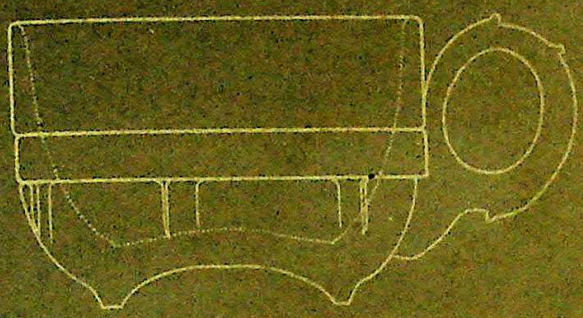

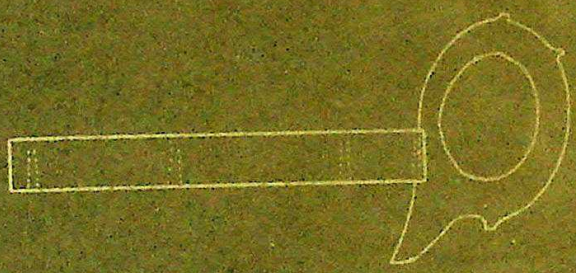

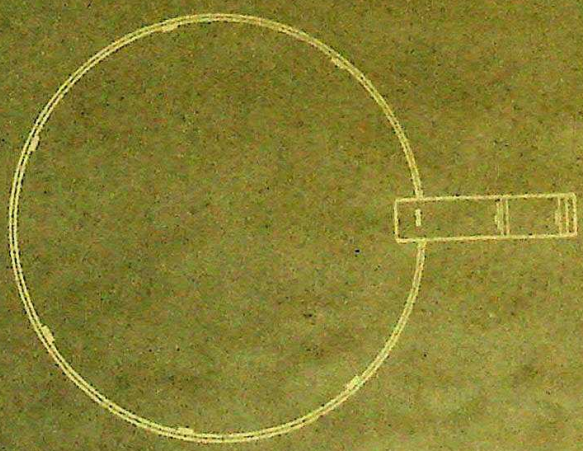

RÉPUBLIQUE FRANÇAISE

OFFICE NATIONAL DE LA PROPRIÉTÉ INDUSTRIELLE.

BREVET D'INVENTION.

IX. — Matériel de l'économie domestique.

3. — Couverts et services de table.

N° 573.575

Collier-anse mobile pour tasses à café, et similaires de tous modèles, avec gorge et canelures « ad hoc ».

M. Jacques BRESSON résidant en France (Hérault).

Demandé le 16 juin 1923, à 16 heures, à Montpellier.
Délivré le 15 mars 1924. — Publié le 26 juin 1924.

L'appareil inventé se compose de deux éléments distincts : une tasse et un collier-anse.

La tasse, en porcelaine, faïence, terre cuite ou métal, etc., est de forme circulaire, quant à sa section horizontale. Elle n'est pas munie d'une anse faisant corps avec elle. Sa face extérieure comprend vers le milieu de sa hauteur une gorge circulaire, large de quelques millimètres. Le bord supérieur de la gorge est lisse et continu. Le bord intérieur en est lisse, mais discontinu. Il borde, en effet, des canelures dont les creux sont pris dans l'épaisseur de la matière constitutive de la tasse. Ces canelures n'aboutissent point jusqu'au fond de la tasse ; elles sont dégagées jusqu'à une hauteur suffisante pour permettre seulement l'exécution des tenons du collier dont la description est ci-dessous donnée.

Le collier-anse est, en principe, constitué en métal rapide : fer, métal blanc, argent, métal jaune.

Le collier affecte une forme circulaire d'un diamètre sensiblement égal à celui de la tasse, pris d'un bord extérieur à l'autre, à l'extrémité de la gorge. Il porte à l'intérieur des tenons en nombre égal à celui des creux de la canelure. Leur place est telle qu'ils soient situés à celle des milieux des bords des creux.

Le collier est muni par un dispositif de métal qui dans un cadre [illegible] d'un des tenons des deux pièces supérieures [illegible] leur accolement, une [illegible] normal. Pour la construction, il suffit [illegible] la tasse dans le collier et [illegible] par la partie inférieure de la tasse. Les tenons sont [illegible] en regard des creux ; le collier est poussé par une légère pression jusqu'à ce qu'il [illegible] contre la gorge. Une rainure qui [illegible] le tenon en présence non plus du [illegible] bien d'un relief, est alors [illegible] fire vers le bord par le point [illegible] de la gorge ; par un bas [illegible] canelure canelée, est solidaire [illegible]

Jacques BRESSON

Par procuration

Prix du fascicule : 2 francs.

Pour la vente des fascicules, s'adresser à l'Imprimerie Nationale, 87, rue de la Convention, Paris (15e).

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D7-536 XR AU 293

#42634

~~220-23.86~~ FRENCH 42,634 addn to #725580

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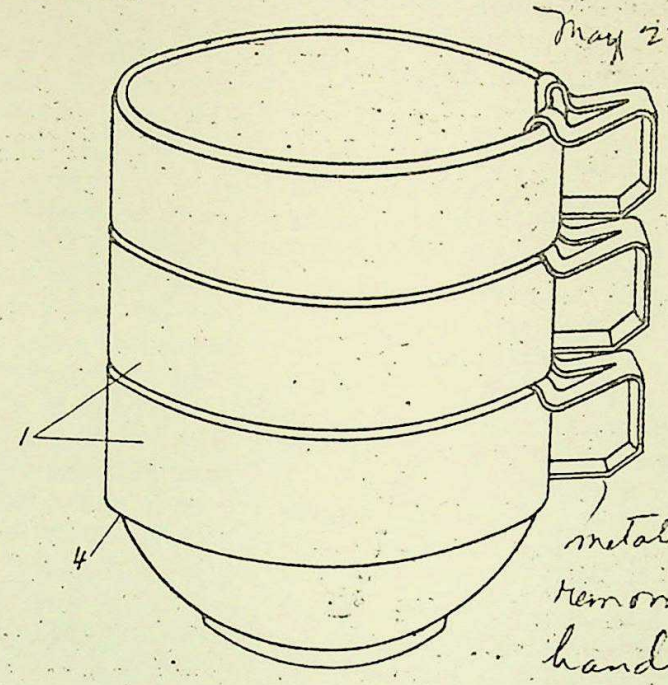
535 (65-14-1)

N° 42.634 M. Hubert Pl. unique

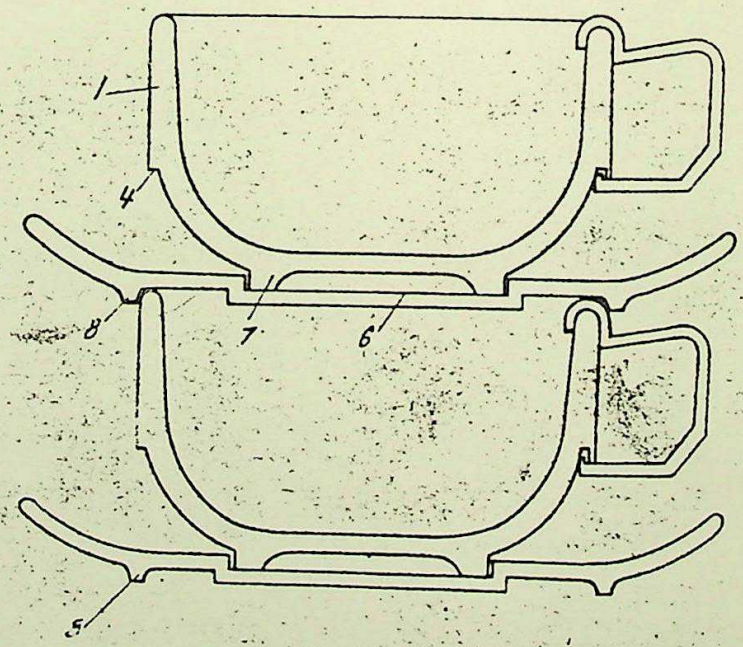
May 22, 1933

Fig. 1



metallic, removable handle

Fig. 2



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220-23.86

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RÉPUBLIQUE FRANÇAISE.

MINISTÈRE DU COMMERCE ET DE L'INDUSTRIE.

DIRECTION DE LA PROPRIÉTÉ INDUSTRIELLE.

1re ADDITION
AU BREVET D'INVENTION
N° 725.580

Gr. 9. — Cl. 3. N° 42.634

handle

Nouvelle tasse à anse métallique amovible.

M. Maurice HUBERT résidant en France (Cher).

(Brevet principal pris le 4 novembre 1931.)

Demandée le 13 décembre 1932, à 15h 45m, à Paris.
Délivrée le 22 mai 1933. — Publiée le 23 août 1933.
(Demande de brevet déposée en Espagne le 4 novembre 1932. — Déclaration du déposant.)

Cette addition a pour objet un perfectionnement apporté au type de tasse ayant fait l'objet du brevet principal et par extension à toutes tasses, perfectionnement permettant d'empiler les tasses dotées ou non de leurs soucoupes en piles régulières.

En effet, si on se reporte au brevet principal, on constate que la forme rétrécie vers le bas des tasses nécessitée par l'engagement de la griffe inférieure de l'anse ou la saillie spécialement pratiquée pour recevoir cette griffe répétée symétriquement en trois ou quatre points du pourtour de la tasse, permettent l'emboîtement de plusieurs tasses les unes sur les autres et la stabilité des piles ainsi formées.

Par ailleurs, les soucoupes des tasses ont, selon la présente addition, en leur milieu, un creux plus profond que de coutume, aux bords à arête nette et de diamètre correspondant exactement à celui du fond de la tasse pour retenir celle-ci avec très peu de jeu sur sa soucoupe; tandis que le cordon circulaire en relief sous la soucoupe et servant à son appui sur table est d'un diamètre juste supérieur au diamètre du bord des tasses de manière qu'il serve de retenue si l'on empile alternativement tasses et soucoupes.

Le dessin annexé précise ces dispositions en montrant à titre d'exemple :

Figure 1, des tasses seules empilées les unes sur les autres en une pile rectiligne et stable;

Figure 2, des tasses et leurs soucoupes placées les unes sur les autres et vues en coupe pour mieux laisser voir leurs caractéristiques.

On voit ainsi que les nouvelles tasses ont leur partie inférieure rétrécie et possèdent une portée circulaire sur leur pourtour 4 ou bien à défaut trois ou quatre renflements périphériques équidistants et identiques à celui servant, dans certaines formes de réalisation, à fixer la griffe inférieure de sorte qu'on peut empiler les tasses dans les buffets, sur les comptoirs ou sur les timbres d'office en colonnes régulières parfaitement verticales et stables, en engageant la partie inférieure d'une tasse dans une autre tasse où elle s'ajuste avec un jeu relativement faible pour éviter tous déplacements latéraux relatifs, et ce jusqu'au niveau de la portée 4 s'appuyant sur les bords de la tasse infé-

rieure.

On comprend aussi avec ce dessin la combinaison nouvelle avec de telles tasses de soucoupes montrées figure 2 : ces soucoupes comportent en leur centre une cavité profonde 6 aux bords à angle droit et de diamètre tel que l'embase 7 d'une tasse y soit maintenue sans jeu appréciable et empêchée de s'échapper même si la soucoupe est fortement inclinée, et de plus ces soucoupes sont dotées par-dessous d'un cordon 8 ou d'une gorge dont le diamètre est également étudié pour que la soucoupe vienne se superposer sur les bords d'une autre tasse et s'ajuste également sans jeu de telle sorte qu'un usager ou un garçon de café peut transporter plusieurs tasses empilées avec leurs soucoupes et même empilées sans risquer qu'elles glissent, se renversent et se brisent.

Les caractéristiques permettant l'empilage des tasses entre elles et des tasses avec leurs soucoupes sont également applicables, il va sans dire, à des tasses qui posséderaient une anse porcelaine en place d'anse métallique amovible, à des bols ou à tous autres récipients.

RÉSUMÉ.

Perfectionnement apporté au type de tasse ayant fait l'objet du brevet principal et applicable à toutes autres tasses, essentiellement caractérisé en ce que :

1° Les tasses peuvent être superposées en piles stables en s'emboîtant par leur moitié inférieure et en prenant appui sur le bord de la tasse située au-dessous par le bourrelet ou la portée périphérique qu'elles comportent sensiblement à mi-hauteur ou par les trois ou quatre saillies réparties dans le même plan à sa périphérie;

2° Les tasses sont combinées avec un type de soucoupe comportant en leur centre une cavité proportionnellement profonde et dans laquelle se loge exactement sans jeu le pied de la tasse pour y être retenu; et en outre un cordon ou une gorge par-dessous pour se placer exactement sur les bords d'une autre tasse sans pouvoir se déplacer de sorte qu'on peut transporter et incliner une pile de tasses dotées de leurs soucoupes sans risquer de les renverser.

M. HUBERT.

Par procuration :
G. Fauré.

Pour la vente des fascicules, s'adresser à l'Imprimerie Nationale, 27, rue de la Convention, Paris (15e).

Specification is on back

Box 3 Premium Practice
07/X536 92

Today's most popular dinnerware pattern offers great premium possibilities. The GREEN WHEAT is admired by women everywhere and will prove a profitable premium for building sales.

The EDWIN M. KNOWLES CHINA Co.
EAST LIVERPOOL · OHIO · U. S. A.

POTTERS TO THE AMERICAN HOSTESS.

D7/1536 92

frequently purchased and fairly well distributed, where a steady development over a period of time is the major consideration, there is probably no method of sales promotion yet devised that is as effective as the coupon system of premium advertising.

The underlying reason is the appeal to self-interest, not only on the part of the member of the family who is the actual purchaser, but on the part of all the rest, due to the presence in the premium catalog of the number of articles each member has selected as satisfying his and her positive wants, and the insistence that the purchase of the coupon-carrying product be continued without interruption, in order that those wants may be satisfied without the expenditure of any money other than for the product.

This leads to the inevitable conclusion that the most attractively prepared and beautifully illustrated premium catalog, all other things being equal, produces the best results. That is what happens, and we are emerging into an era where the appearance of the catalog is receiving greater consideration from the artistic standpoint than ever before.

Coupons for Dealers and Clerks

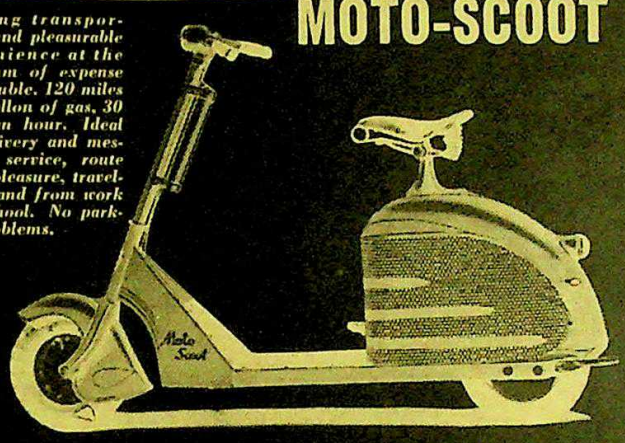
It was earlier stated that the condition precedent to successful use of coupons to the consumer is a product fairly widely distributed, so as to be readily accessible, and also that when the coupons are for the dealers and their clerks, it is another matter. That is true.

Coupons thus employed have been most effective in promoting the sale of new products. One of the outstanding examples in all premium history was the introduction of Sealect evaporated milk, forced on the domestic market by the sudden stoppage of the World War, as it had been exclusively produced for the army and navy, and its manufacturers had to find an immediate outlet. There was no time to set up a consumer coupon plan, but coupons in the cases for the dealers and their clerks seemed to provide the necessary stimulation. An aggressive campaign was carried on with these men behind the counter, and

Build your promotion around a worth while premium or prize . . .

MOTO-SCOOT

Amazing transportation and pleasurable convenience at the minimum of expense and trouble. 120 miles on a gallon of gas, 30 miles an hour. Ideal for delivery and messenger service, route work, pleasure, traveling to and from work and school. No parking problems.



Make your bid for increased sales EFFECTIVE with Moto-Scoot. Salesmen and dealers will work their heads off to get one and their families will get behind them.

Moto-Scoot is the new economical motoring sensation. Ideal for private or commercial use. For pleasure jaunts, going to and from school or work, for errands, messenger and delivery service. Built for comfort and safety. Write for prices and particulars.

MOTO-SCOOT MFG. CO., 225 So. Western Ave., Chicago, Ill.

Prizes for Salesmanship Will

RING THE BELL

— *if* —

they look desirable for Mothers Sweethearts Wives or the Kiddies

Make Your Catalog Complete

The Aristocrat—Modern Classic

USE DINNERWARE BY SEBRING

Electros Supplied

Dinner - Sandwich - Toast - Coffee Sets - Jugs - Kitchenware
Kiddie Sets—Quick Shipments—A Well Known Name

THE SEBRING POTTERY CO.

Sebring, Ohio

50 Successful Years Serving Premium Buyers.

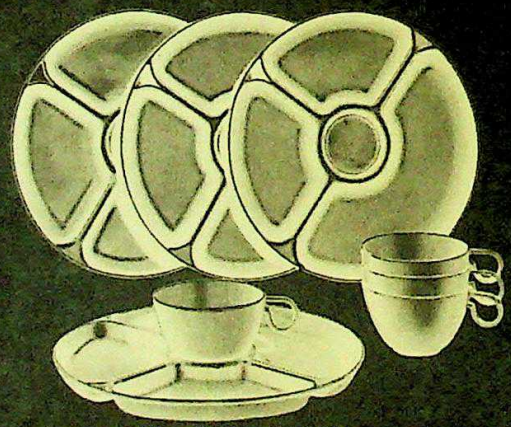
~~D44-9.C~~ 92
D 7/X536

Home Wares Review
April, 1951

OUTDOOR SEASON ... Just around the corner

BEACH TRIPS . . PICNICS . . HIKING TRIPS . . BACKYARD GRILLS
ALL MEAN EXTRA SALES FOR YOU!

No. 340 20-PIECE
HEAVY DINNER SET



No. 342 8-PIECE
BUFFET SET

Many items in the broad Shel-glo line are ideal for summer promotion when families frequently dine outdoors. The 20-piece Dinner Set and 8-piece Buffet Set are naturals for such occasions. Their beautiful, permanent pastel colors (4 colors per set) will add a note of gaiety to every outing. Their light-weight, durable construction and design for generous servings are features your customers will appreciate. Both sets are made of Polystyrene. Both sets are individually packed in corrugated cartons that help reduce your selling costs by eliminating wrapping expense.

The covered dishes, shown at right, are practical outdoor companions—designed to carry moist foods such as baked beans, potato salad, cottage cheese and other popular picnic foods.

Stop traffic and make more sales with a display of these Shel-glo items and suggestions for outdoor summer use.

Write, now, for colored illustrations and prices.

PROTECTS FOOD FROM INSECTS, SAND AND DIRT

No. 122 REFRIGERATOR DISH
Ideal for moist foods—holds over one quart. Snug fitting cover retains freshness of food. Container is crystal-clear, covers are solid red, blue and white. Made of Polystyrene. Two dozen to a case.

No. 100 TUMBLER
Modern, flared design—10 ounce size. Fits center well in Buffet Set grill plates. Available in six, beautiful colors. Made of Polystyrene. Twelve dozen to a case.

No. 121 REFRIGERATOR DISH
One pint size. Crystal-clear container permits instant recognition of contents. Radius corners are easy to clean. Snug-fit covers are solid red, blue and white. Made of Polystyrene. Two dozen to a case.

No. 124 DAIRY DISH
Holds 1 lb. of butter. Ideal for storing cheese and molding Oleo. Can be used up-side down as a covered dish. Cover is crystal-clear, bottoms are solid red, blue and white. Made of Polystyrene. Two dozen to a case.

No. 6 LIT'L BIT FOOD SAVERS
Handy and convenient. Cups are 6 ounce size—made of crystal-clear Polystyrene. Snug-fit covers are white Polythene. Packaged to sell six-at-a-time in 2-color sales box. One dozen sets to a case.

THE Kilgore MANUFACTURING CO.
WESTERVILLE, OHIO U.S.A.

FACTORY OFFICE
Room 14-102
Mdse. Mart
Chicago

D7/X536

HARPERS BAZAAR 5-1952 P.66

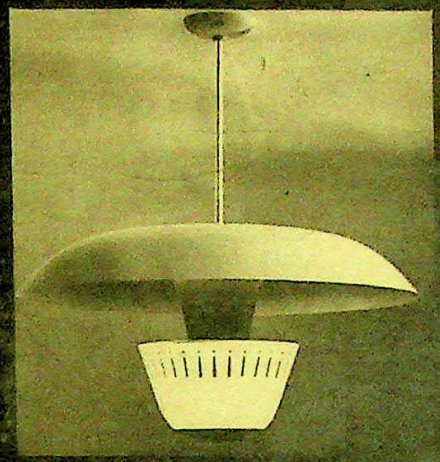
2

2. Generous mugs (they hold a full can of beer) made of green glass and carved wood.

DOS

D9/x 536

12



13

12: *Clumsy-looking joints spoil many light fittings on the market, but in this case trouble has been taken to redesign for improved appearance. Mounted on the wall this fitting can turn its wide reflector to give the best light and shade for different purposes.* Designer: Paul Boissevain. Maker: The Merchant Adventurers Ltd.

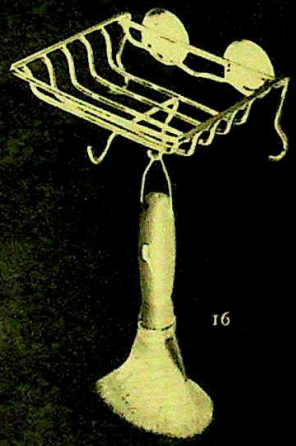
13: *The form of this hanging 'mushroom' gives the light source, housed in the upper reflector, an even diffusion. Construction of spun steel finished with off-white stove enamel.* Designer: J. M. Barnicot. Maker: Falk, Stadelmann and Co Ltd.

15

14

14: *In this crystal glass goblet the twist in the stem executed by the glass maker and the cut decoration which comes later in the process have been sensitively co-ordinated.* Designer: John Luxton. Maker: Stuart & Sons Ltd.

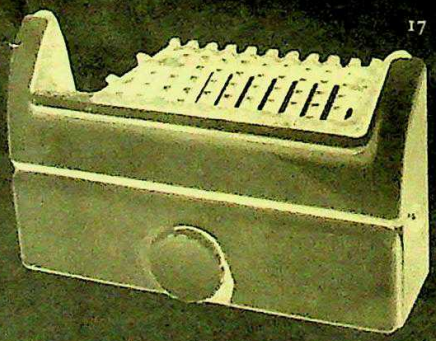
15: *The wear and tear of canteen life make special demands on the utensils. This mug in* MELAMINE *with thick section and hard surface should have a long life in constant use. Various colours available.* Designer: W. Bruce Brown. Maker: Halex Ltd.



16

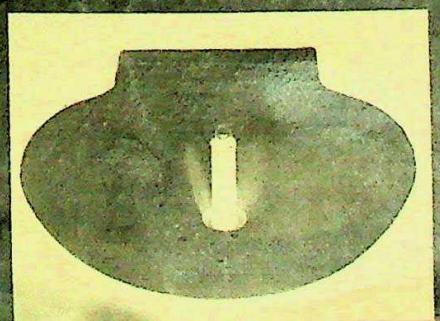
16: *For general purposes in the kitchen this soap container with hooks for brushes, cloths, etc, can be attached to a hard surface with plastic suction cups. Construction of mild steel chromium-plated.* Maker: Smith Bros (Wirewares) Ltd.

17



17: *This new addition to the variety of all-night slow burning fires is unpretentious, with clean, decisive lines. Construction is of cast iron vitreous enamelled in alternative colours.* Designer: I. Whiteman. Maker: Glow-Worm Boilers Ltd.

18



18: *Doctors with germ-laden hands need washing equipment that can be cleaned easily to leave no doubts that it is spotless. The designers have produced this sturdy basin with no dirt traps. Construction of fireclay with white glaze.* Designers: A. H. and B. Adams. Maker: Adamsez Ltd.

Designs No. 55 July 1953

British publn. March 1955 p. 69
92
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British

Decoration on Moulded Ware

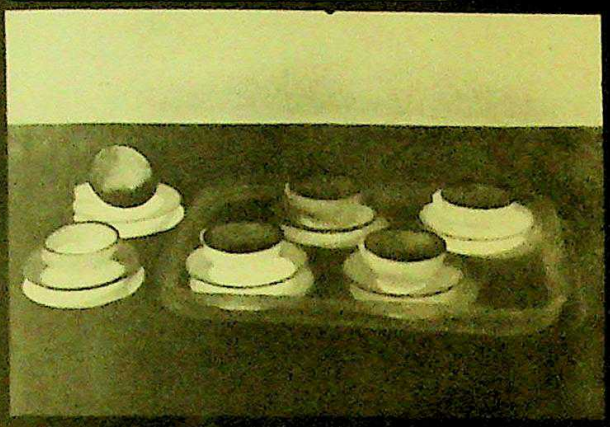


Fig. 1. Two-colour effect in cups made in Italy from laminated Perspex (*Polyplasti*).

WE make no apology for bringing up so frequently the question of decoration, applied design or multicolours on moulded ware, for the need—the public demand, we are sure, is there; at least the interest in our photographic displays in recent issues of this journal of decorated "melamine" tableware has aroused wide interest. These examples we may point out must be described as being still in the experimental stage and in this field especially applied art is conspicuously absent.

Nor is the attempt to introduce simple variegated colour new. As long ago as 1934, the well-known German plastics technologist Kurt Brandenburger who now publishes a monthly journal entitled *Der Plastverarbeiter*, described a method of producing two-colour mouldings in his book "Processes and Machinery in the Plastics Industry." Technically, a roughly analogous method is used today in making two-coloured injection moulded typewriter keys. The process described by Brandenburger never reached production level for no doubt it was limited in scope, results were not always satisfactory and the moulding of "phenolic" units was carried out in an atmosphere of fierce price competition. The author makes no mention of two-colour "urea" mouldings.

Today the bulk of successful application of art appears in decorated laminates, in the occasional "reverse engraving" found in small transparent acrylic brooches and the like, and the analogous "three-dimensional" work carried out on motor-car insignias and refrigerator name plates.

The production of variegated colour in tableware has now spread to the thermoplastic materials in a novel manner for we note in a new Italian journal *Polyplasti* a quite delightful result obtained by fabrication from two laminated sheets of differently coloured (opaque) Perspex. The photograph (Fig. 1) which we reproduce here shows a "Harlequin" set of cups and saucers—the inside and outside of each cup and saucer are in different colours and presumably no two cups and saucers are of the same colours. Obviously the use of such laminates could be expanded and it should be possible to interleave two transparent sheets prior to lamination with an appropriate design which would be visible. Such an application would appear possible not only with cups and saucers and plates but also with trays, food covers and other productions.

In passing there would appear to be plenty of scope for the adventurous by other ways of brightening similar ware and for what it is worth we should like to see moulded cocktail or champagne "glasses" of Diakon or polystyrene embellished on an outer circumference 1 in. below the rim with a single glittering ring of embedded "rubies," "sapphires," "emeralds" and "diamonds" also moulded from the same material. Such an idea might go down well at Christmas parties and at some of the more colourful night clubs!

In continuation of our experiment in decorating melamine cups by hand painting and protecting the design so made by spraying with a synthetic clear lacquer followed by stoving, we have now carried out the decoration of the two melamine cups shown below. These have been "half"-cured (two minutes) by Ranton and Co., Ltd., presuming that better adhesion will be obtained between the cup and the lacquer. At this "half"-cured stage the cups have less gloss than the fully cured type.

Fig. 2. Black and white pen and ink sketch on melamine cup.

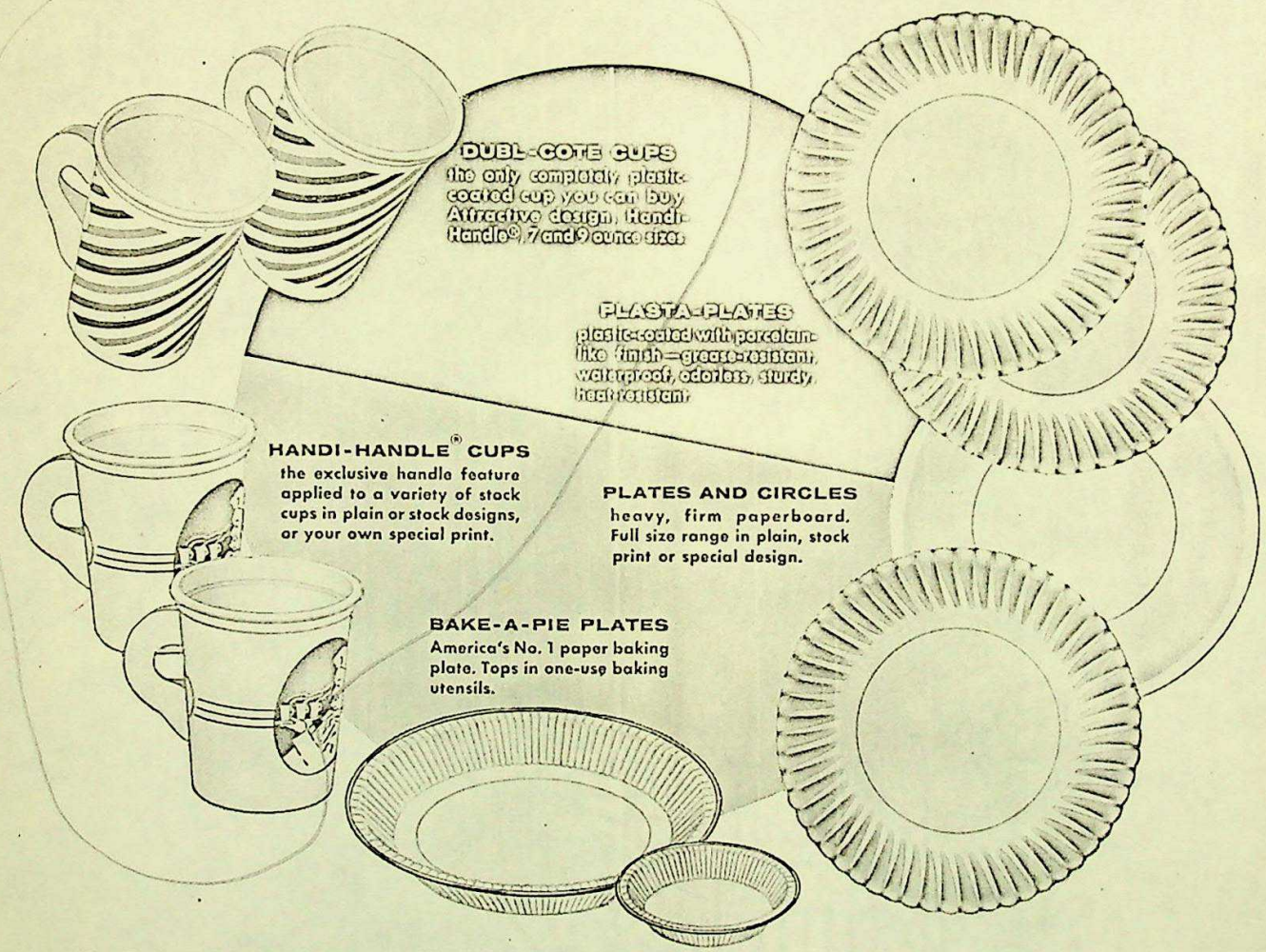
Fig. 3. Green motif on melamine cup. Both cups have been "half"-cured.

~~D44-9.A~~ 92
07/X536

7/2/57

Make Your Next Paperware Order... Sutherland PAPER COMPANY KALAMAZOO · MICHIGAN

SAME HIGH QUALITY NOW AVAILABLE WITH PLASTIC COATING



SEE THE DIFFERENCE FINE QUALITY MAKES!

Top workmanship and materials give you better, built-in service in all Sutherland paperware. Plastic-coated styles are thoroughly covered to make them ideal for serving hot foods—there's no soaking-in, no sogginess, not a trace of "papery taste."

Sutherland cups, both plastic and regular, have the exclusive Handi-Handle® cut right into the cup blank to give you handles as strong and dependable as the cups themselves. Sutherland plates, circles and butter chips are designed for extra rigidity that makes them easier to handle and fill, much more pleasant to use. Many serving, washing and storage problems in hospitals, industrial cafeterias and other mass feeding operations are greatly simplified with Sutherland paperware. Ask your regular supplier for Sutherland the next time you order.

Sutherland PAPER COMPANY KALAMAZOO · MICHIGAN

~~D44-9.A~~ 92
07/X536

Industrial Design
1-1958

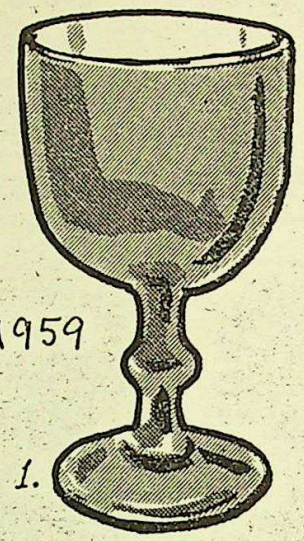
Fostoria dinnerware line, consisting of basic 5-piece place setting, plus optional bowls and cream and sugar set, come decorated in white, blue, yellow and beige. Plates may be had with four decorative patterns (opposite page) in a variety of moods and in colors keyed to basic body colors for mix-match assortments. Three patterns add only one color to basic body color; "Blue Meadow" (right) adds blue and white for two-tone effect.

Dinnerware and Glass

- Rich, Lively Color
- Understated Elegance
- Much Provincial

page 114
January 19, 1959

HOME FURNISHINGS DAILY
MON. JAN. 19, 1959
P. 114



1.

2. 3. 4.

New Glassware Designs

1. COLOR: The Latham shape is newly available in deep blue or amethyst cased glass, with white liner, as well as in cobalt blue or Empoli green. Retail prices start at $1 and go up to $3. Mitteldorfer Straus, Inc., New York.

2. TRADITIONAL: Four new shapes in stemware by Fostoria Glass Co., Moundsville, W. Va., are classified as three traditional and one contemporary, although all have a traditional look. Embassy retails around $3 with no cuttings. There are 18 cuttings on the new shapes.

3. STYLE-AT-A-PRICE: Blefeld & Co., New York, has four polished cuttings on Czechoslovakian crystal tumblers. Retail is about $12 a dozen for Dorothy.

4. COLONIAL: Italian hobnail tumbler in amethyst, amber, aqua or smoke retails for about $7 a dozen. Premier Import, Inc., New York, also has bell-shaped stemware with clear stem and opaline bowl, or cased opaline with amethyst bowl. Retail is from $27 to $30 a dozen.

5. TEXTURE: New Amberina tumblers in dimpled textured shape are in shaded ruby-to-amber color. Retail is from 90 cents to $1, according to Imperial Glass Corp., Bellaire, O.

6. CLASSICAL: Return to formal traditional styles have revived interest in classical designs. Duncan & Miller Glass, Tiffin, O., has this new stemware shape shown with the pattern called Spartan. Retail prices for the two new shapes with eight cuttings are from $2 to $3.

7. ELEGANT: Bucket-shaped stemware with mitre cuttings retails for about $3.25. Three new shapes with 10 cuttings retailing from $1.95 to $3.50 are new with Val St. Lambert Corp., New York.

8. PERIOD PIECE: Georgian tumbler for lovers of Colonial comes in ruby, green, amber, smoke, amethyst, light blue or clear. Retail price is about 75 cents. Exception is the 90-cent retailer on ruby. Viking Glass Co., New Martinsville, W. Va.

9. CUP OF CHEER: For devotees of Irish coffee, Arcadia Export-Import Corp., New York has St. Patrick. The gray cutting is of clover leaf. Retail is about $5.95 for a set of eight boxed pieces.

10. PLAIN WITH GOLD: Fleur-de-lis pattern in gold on clear sham tumbler retails for about $6 a set of eight highball glasses. West Virginia Glass, Weston, W. Va.

11. GRACEFUL: The trend to elegance is reflected in the 33 cuttings and the four new shapes from Tiffin, Tiffin, O. Sentiment has a delicate pattern encircling the bowl. Retail prices range from $2 to $3.75 for the new collection.

12. PRODUCT OF THE MACHINE: Cranberry or clear stemware shape retails for about 69 cents a piece. Indiana Glass Co., Dunkirk, Ind.

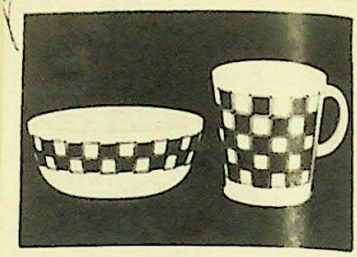
D7/M536

BOTTOM OF PAGE

D7/9536
D7/6
Jenkins

~~D44-9.A~~ 92
07/9536

HOUSEWARES REVIEW
6-1960
p. 40



CHECKERBOARD coffee mugs and cereal bowl are available in green, red, turquoise or yellow checks on opaque white glass. Mug holds 9-oz., bowl 13-oz. 19[illegible] ea. sug. ret. Hazel-Atlas Glass Div., Continental Can, Wheeling, W. Va.

D7/581

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D7/

92

[illegible] sanatori, alle ne[illegible] snack-bar » e ai [illegible] ed in ferrovia. Queste forme di ospitalità richiedono un'organizzazione interna particolarmente efficiente. In parte il [illegible] può essere razionalizzato impiegando le macchine per la lavatura. Le stoviglie devono essere così robuste da consentire la lavatura meccanica. Inoltre nei locali pubblici le stoviglie vengono adoperate molto di più che in una casa. Un'altra esigenza connessa con l'uso è una particolare stabilità. Occorre inoltre razionalizzare al massimo la sistemazione delle stoviglie (quanto non si adoperano), in modo da [illegible] te comprendono più pezzi di quanto occorra.

Malgrado lo svantaggio economico derivante dalla produzione di parecchi pezzi di foggia diversa, finora nessun produttore ha osato apportare sostanziali modifiche al [illegible] sistema, perchè la diversificazione d[illegible] di vasellame ha assunto un valore d[illegible] gio, come se denotasse benessere e [illegible]. Erroneamente, in base al numero d[illegible] si traggono conclusioni circa la qu[illegible] cibo servito.

Un altro motivo per cui finora non si è ridotto il numero delle stoviglie è il seguente: acquistando un servizio, il cliente tiene molto ad avere la sicurezza di poter acquistare [illegible] propria produzione [illegible] tradizionali [illegible] mi produttivi.

Finora le forme del vasellame per uso pubblico si sono uniformate a quelle per uso domestico. Per soddisfare alle esigenze dei [illegible] [illegible] occorre un vasellame più solido, [illegible] ono oppor[illegible] un appost[illegible] i e ridotto [illegible] specialmen[illegible]

[illegible] compresi nell'assortimento d'uso [illegible] per esempio i bricchi per il latte, le salsiere e i porta-

(segue a pag. 2[illegible])

STILE INDUSTRIA 8-1961 #33

P.20

D7/9 536

2 New.

1 Taylorcraft

- New Glazed Mocha Body—Stronger, Larger Pieces
- Priced 25% LESS Than Any Comparable Line
- The Colorful Earthenware Brides Will Buy for Themselves

Four striking new colors and patterns, 21 different items. Patterns on bands around serving pieces match plates, cups and saucers. True oven-proof qualities for customer-preferred oven-to-table serving.

TAYLOR, SMITH & TAYLOR

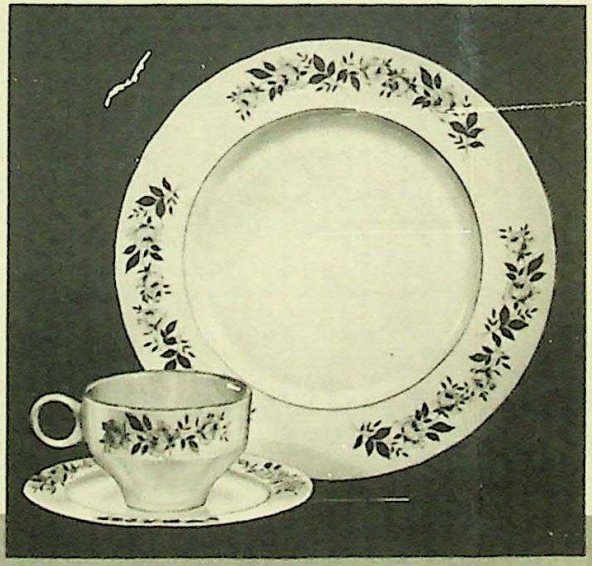
SINCE 1899
Fine American Dinnerware

Ever Yours Classic

2 RIM DESIGN PATTERNS

- Sales-Pulling Additions to a Sales-Proven Line
- New Formal Design to Broaden Your Market

Two distinctive new patterns, in customer-preferred colors, will give you "profit-plus" in the popular-priced dinnerware market.



D7-X
536

STATEMENT

Industrial Design

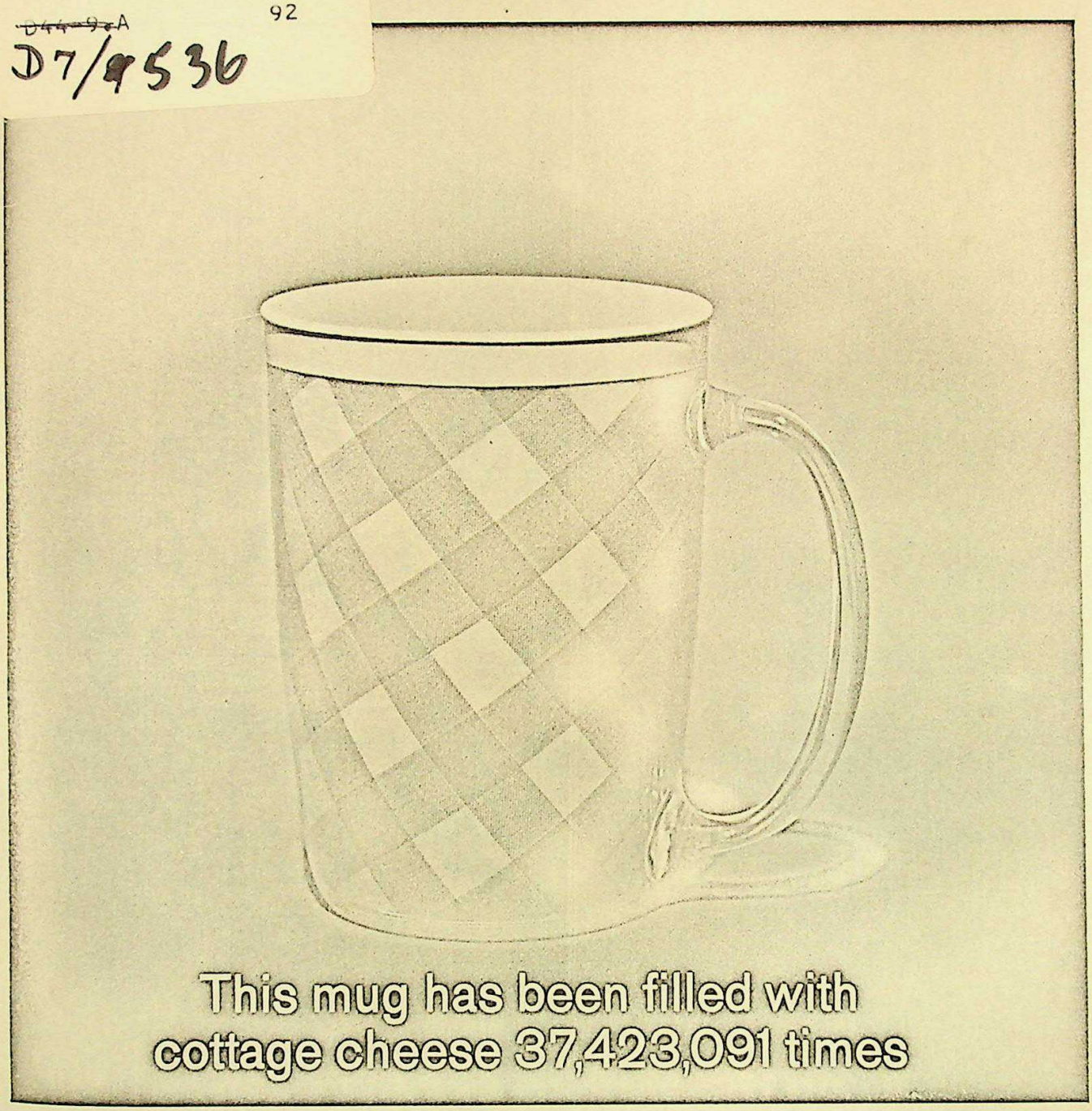
p. 70
July, 1963

Revised Kaufmann Awards

Though "ever grateful for the prize," most designers would be even more grateful for research grants. This is exactly what the new Kaufmann program will provide.

BY ANN FEREBEE

~~D44-9-A~~
D7/9536
92



(Obviously it's a great premium!)

Dairies across the country regularly fill Mallory Randall insulated mugs, tumblers and bowls with their products. They do it to stimulate sales. They always succeed. You see, the mug above sells for $1.25 in only the finest department and gift stores. It liquidates easily at 50¢ or so. Dairies have been proving this for years. With our high quality double-wall insulated pitchers and ice buckets, too. In the market for proved premiums? ~~Write for further information on full line.~~

MALLORY RANDALL PRODUCTS, INC. 100 Morgan Avenue, Brooklyn 37, N.Y. EMpire 6-8600

D7/536

FEBRUARY 3, 1964
GIFT & TABLEWARE
REPORTER
PAGE 19

ROW 2

ROW 3

ROW 4

ROW 5

page 19
FEB. 3, 1964

HOLT-HOWARD has more!

Over 100 different designs from 25 factories in 10 different countries. Germany! Italy! Ireland! Sweden! France! Japan! Portugal! England! Spain! Greece!

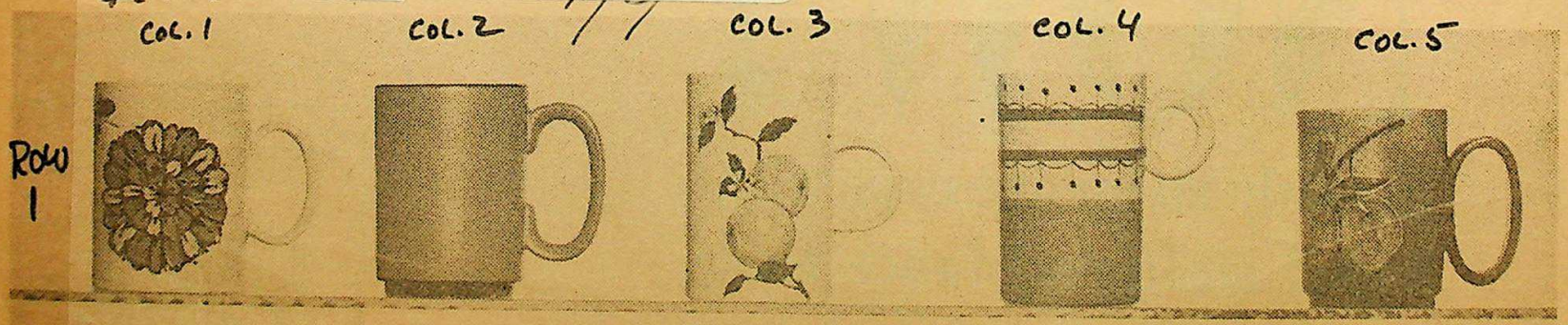
Priced and Packaged to Promote. Colorful, casual and so profitable! See us at all the shows, you'll be glad you did.

Show Rooms: New York—225 Fifth Avenue • Dallas—Sally Beasley, 1335 Trade Mart

HOLT-HOWARD *associates inc.*
639 CANAL STREET, STAMFORD, CONN.

West Coast Warehouse, 15 Lovell Avenue, San Rafael, Calif.
Holt-Howard (Canada) Ltd. 685 Montee de Liesse, Montreal
England; John E. Buck Co., Ltd., 47 Brewer Street, London, W1

mugs galore, 'n more, 'n more!



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GIFT & TABLEWARE REPORTER
FEB. 3, 1964 p. 19

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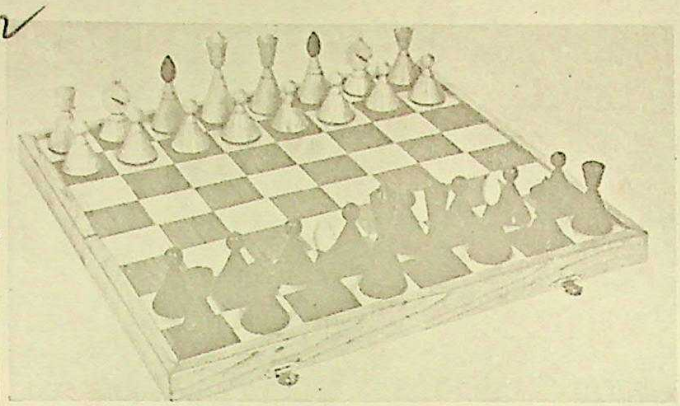
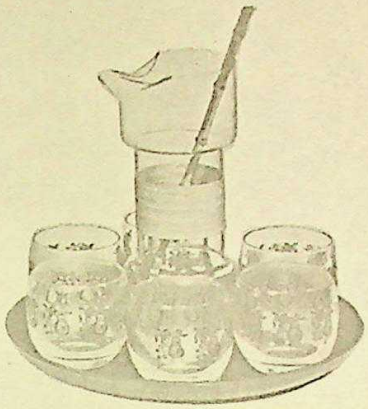
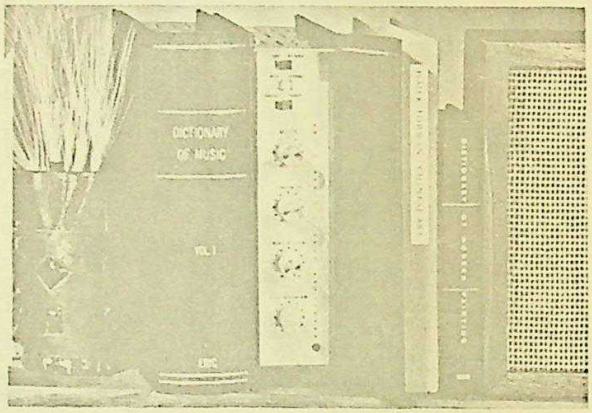


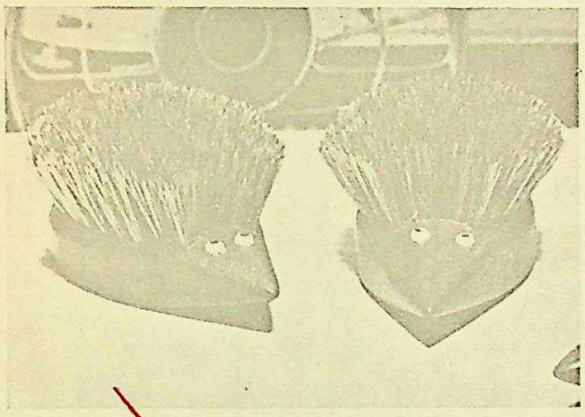
of this beautifully finished wood chess set gives it the name, "Simplicity." Board is a 15½-inch square felt-lined box. King is 3½ inches, Pawn is 1¾ inches. Set is suggested to retail at $25. Bartlett & Partners, 225 Fifth Ave., New York.



Bamboo accented eight-piece martini set has glasses with fruit motif. $10 retail. Tray is $5. Jack Orenstein Asso., 225 Fifth Ave., New York.



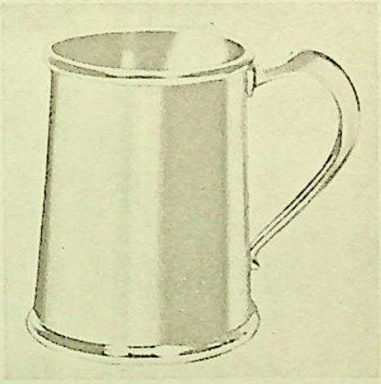
Eric Electronics, 2115 Colorado Ave., Santa Monica, Calif., has built a transistor FM Multiplex Tuner and Amplfier into "Dictionary of Music" volumes, hinged with easy access controls. $247 retail with two handsome walnut-encased shelf speakers.



"The Brush-Off" is a handy little mascot for Father's last minute car grooming. This clever little porcupine from Philip Stahl, 10 First St., Pelham, N. Y., is magnetized at base to adhere to the metal in a car. $3.50 retail.

Royale Guild of Perfumers, 45 Lispenard St., New York, offers handsomely packaged "Oak Moss" toiletries for men. 4-ounce shaving lotion, $4.50 retail.

New executive shape and opulent "Royal Crest" in incrusted black and gold is seen in new line by Culver Glassware, 1775 Dean St., Brooklyn, N. Y. $7 a set.



Tin-lined heavy gauged copper tankards are newly introduced Colonial design selling at $4.50 each retail. Miller & Mann, 225 Fifth Ave., New York.

D7/53C

Lustrone Catalog #605 Rec'd 3/1945 p. 6

Insulated
Wine Chiller

Polyethylene
m. x 11¾ high . . .
ce over 24 hours,
keeps food hot or
-place polyure-
etween hi-density
. . . polypropylene
finish with metal-
atin White, Coach
ed in gift carton.
Retail $4.95

Hobnail COASTER

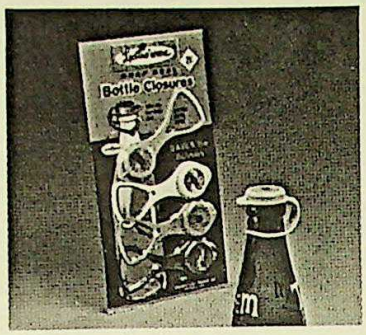
r, hobnails prevent
nging to bottle or
n. Colors C, Rose,
Retail 6 for 25c

COASTER SET

ers of one color in
erchandising box.
Aqua, Amber. **49c**

ack COASTER SET

ers, one color, skin
nched for J-hooks.
Aqua, Amber. **49c**



CS-8 "Gold" decorated BOTTLE CLOSURES

POLYETHYLENE Collar slips over bottle, never gets lost . . . stopper makes airtight seal to save bubbles. Size 3¾ long. Four closures on skin pack card, punched for J-hooks. Colors assorted. **Retail 25c**

UNBREAKABLE SERVICE for home, picnic, camping and commercial use . . .

C-13 Snap-cover PITCHER
BOILPROOF Polyethylene 19 oz.

Holds over a pint of cream, syrup, dressing, etc. 3⅝ diam. x 5¾. Polypropylene snap-cover with lifetime hinge is removable for cleaning. Big handle, decorative base. Colors W, T, Sa — White cover. **49c**

CS-14 PITCHER & BOWL SET

Decorative set of C-13 Pitcher and matching 14 oz. C-14 Covered Bowl in display pack. Bowl is 4 diam. x 3⅞, holds sugar, jam, dips, etc. Colors W, T, Sa — White cover. **98c**

BOILPROOF Polyethylene
C-18 SAUCER 5⅜ diam. with wide base. Colors SW, Y, P, T. **15c**

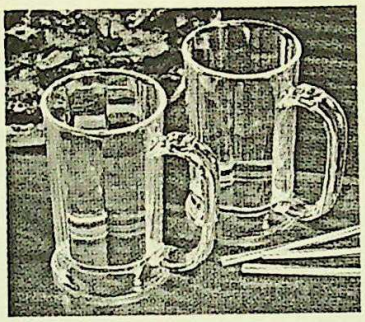
C-19 CUP – 9½ oz. Wide handle, footed base. SW, Y, P, T. **25c**

CS-19 CUP and SAUCER SET

C-18 and C-19 set in poly bag with printed header. SW, Y, P, T. **39c**

HI-IMPACT Styrene
C-20 PICNIC MUG – 11 oz.

Popular mug for hot or cold drinks. Safety-rounded rim, easy to hold — size 3 diam. x 3⅝ high. Fits in cup recess of P-25 plate. Labeled. Colors R, Y, P, T. **Retail 19c**

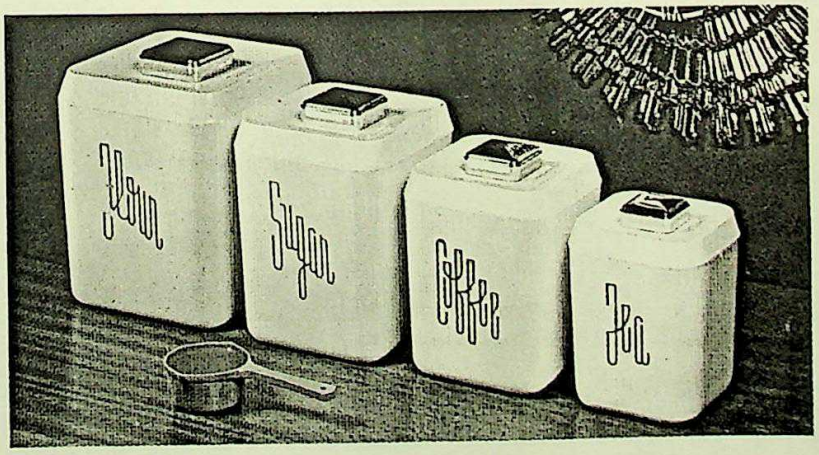


C-21 All-purpose MUG – 10 oz.
HEAT RESISTANT Styrene

Heavy duty, shatterproof crystal mug for soft drinks, milk, coffee, beer. Dishwasher-safe, 2⅞ diam. x 4 5/16. Prism pattern . . . hefty handle with thumb rest. Crystal only. **29c**

C-50 COLANDER
BOILPROOF Polyethylene

Dishwasher-safe. rigid hi-density. Rolled rim, strong handles, entire bottom perforated for fast drainage. Size 12 diam. x 5 high. Labeled. Colors Y, T, P. **Retail 69c**



Elegante 4-piece CANISTER SET HI-IMPACT Styrene
with tarnishproof "GOLD" metallic decoration

CSE-4 Big capacity spacesavers with classic beauty and dependable utility. Deep crowned covers with "gold" plated square knobs seal to preserve freshness of contents . . . "gold" embossed lettering on each unit. Rounded corners for easy cleaning . . . can't rust, dent or chip, won't mar work surfaces. Gift carton pack. Colors SW, Y, T, P, Sa. **Retail $3.95**

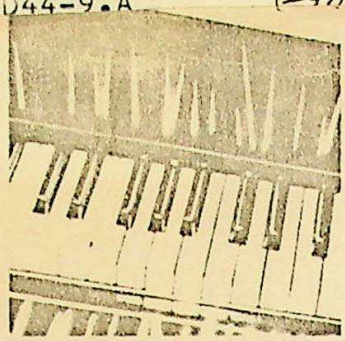
Sizes: tea, 4⅜ sq. x 6⅛ high; coffee, 5⅛ sq. x 7 high; sugar, 5¾ sq. x 7⅞ high; flour, 6¾ sq. x 8½ high.

House Beautiful p. 95 (297) D44-9-A

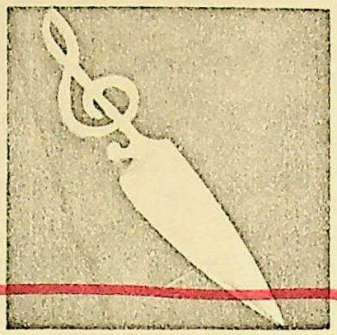
D7-536

SEPT. 1965 PAGE 95

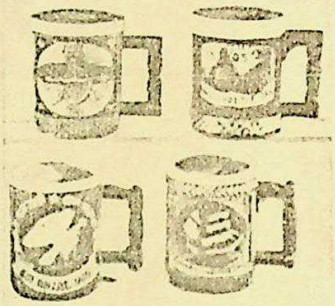
PIANO KEYS YELLOW? . . . new liquid cleaner developed for keyboard instruments—pianos, organs, accordians, harpsichords—restores keys to their original white color. Just wipe it on, grime vanishes, keys feel silky, gleam brightly. Retards future yellowing. Non-abrasive. For old and new models, 4-oz. plastic bottle of Key White, $1.98. Spencer Gifts, 622 Spencer Bldg., Atlantic City, N.J.



WHAT'S THE TREBLE clef doing in gleaming brass? It's opening the morning mail for the music-minded, and doing a harmonious job of it. We think it makes a meaningful thank-you for your child's music teacher. 7" long, solid brass, $3.95; with aluminum blade and satin-black G-clef handle, $2.95. From Tennessee Chromium, 206 Louise Ave., Y, HB9, Nashville, Tenn. 37203.

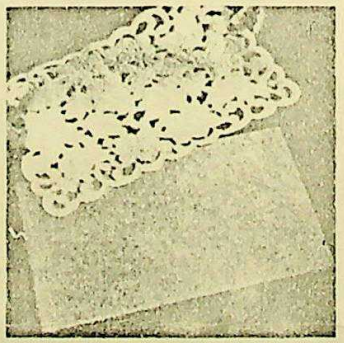


EARLY AMERICAN INNS served libations to robust colonials in hearty 16-oz. earthenware mugs. Each inn proudly displayed its own distinguishing insignia and name in bas relief. There are full color replicas of mugs used in Bird & Bottle Inn, Colonial Inn, Mariners Inn, 1792 Inn. Set of 4 (one each) for beer, coffee, chowder, $4.95, 35c post. Ron Lassin, HB9, Plymouth Meeting, Pa. 19462.



A SALAD BOWL is a wonderful gift for an extroverted newlywed or an old pro who loves to make a show of tossing and serving a salad. Lacquered hardwood bowl with Pennsylvania Dutch motif is lettered with family name, serving fork and spoon with couple's first names. Pile bowl with fruit for a centerpiece. 11½" diam., $7.50. Rainbow House, P.O. Box 36, HB-85, Newtown, Conn.

UNDER YOUR PLACE MATS put these Doily Pads and you'll never worry about hot plates marring the surface of your table. 2 colors: mahogany to match the finish of your table, white to match your lace place mats. Simulated leather tops, flannel backs, 16x10", $1 each; $3.95 for 4. Downs & Company, Dept. 1109, Evanston, Illinois 60204.



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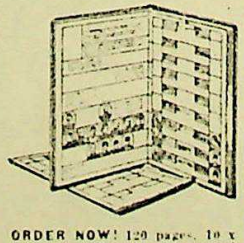

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☐ I have not decided on my pattern. Please send "A Personal Silver Selection" to help me decide. Each month I will pay for place settings. Each place setting will include Teaspoon, Salad Fork, Cream Soup Spoon. Price includes and postage.

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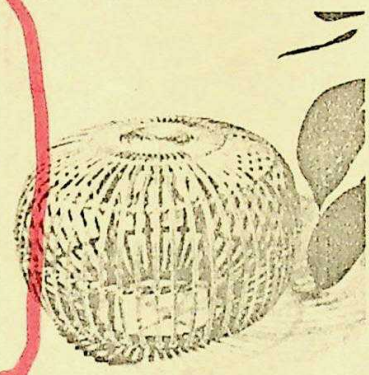

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Handwoven in a graceful globe shape, this handsome ottoman provides extra seating or pampers tired feet. Natural color, varnished for long life, and reinforced for strength. A year-round conversation piece imported from Europe. Size 24" diameter by 14" high. $12.95

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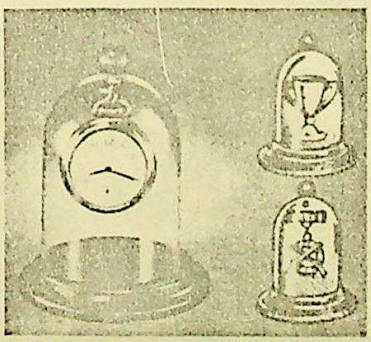
CIGAR BA RINGS

Nostalgic, romantic as a bygone yesterday's inspired today's exciting ring. Elegantly sculpted in antique gold, with the shank for extra wearing co

Available in solid 14 Karat a gold at Fifty Dollars or Karat antique heavy gold at Six Dollars.

Sizes 5-8

LIONS Dept. 53
260 Fifth Avenue, New York
Established 1946



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HB 95

D7/R 536

MAY, 1966
p. 124

World's Foremost Collection

Christmas excitement!
225 FIFTH AVENUE
ROOM 941

of Mugs . . . for coffee, soups, desserts, flowers . . . over 25 different styles and designs from 'round the world! Colorful, casual and so profitable! See this collection plus the World's Foremost Collections of ashtrays, cutting boards, pitchers salt and pepper sets and tile trivets.

HOLT-HOWARD *associates inc.*
639 CANAL STREET, STAMFORD, CONN.
West Coast Warehouse, 15 Lovell Avenue, San Rafael, California
Holt-Howard (Canada) Ltd., 3215 Lenworth Dr., Cooksville, Ont.
England; John E. Buck Co., Ltd., 44 Newman Street, London W.I.

SHOWROOMS: NEW YORK, 225 Fifth Ave., Rooms 941 & 1241 • ATLANTA, Merchandise Mart, Room 727 • DALLAS, Trade Mart R 1335 • DENVER, 1354 Leyden St. • MINNEAPOLIS, Midwest Merchandise Mart, Room 5-152B • SAN RAFAEL, Calif., 15 Love

D7/536

MAY, 1966

p.124

of Mugs . . . for coffee, soups, desserts, flowers . . . over 25[illegible] different styles and designs from 'round the world! Colorful, casual and so profitable! See this collection plus the World's Foremost Collections of ashtrays, cutting boards, pitchers, salt and pepper sets and tile trivets.

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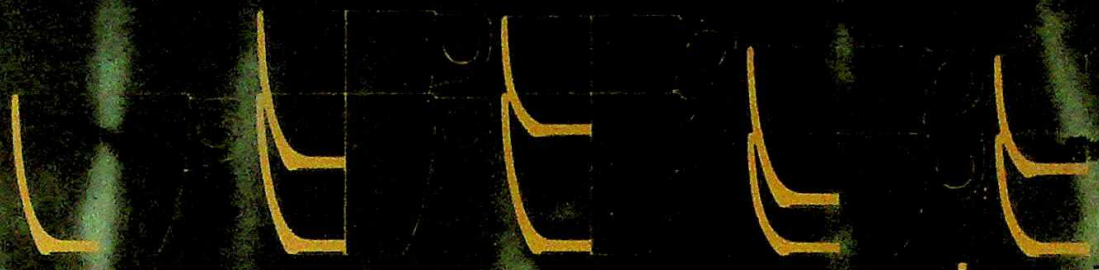
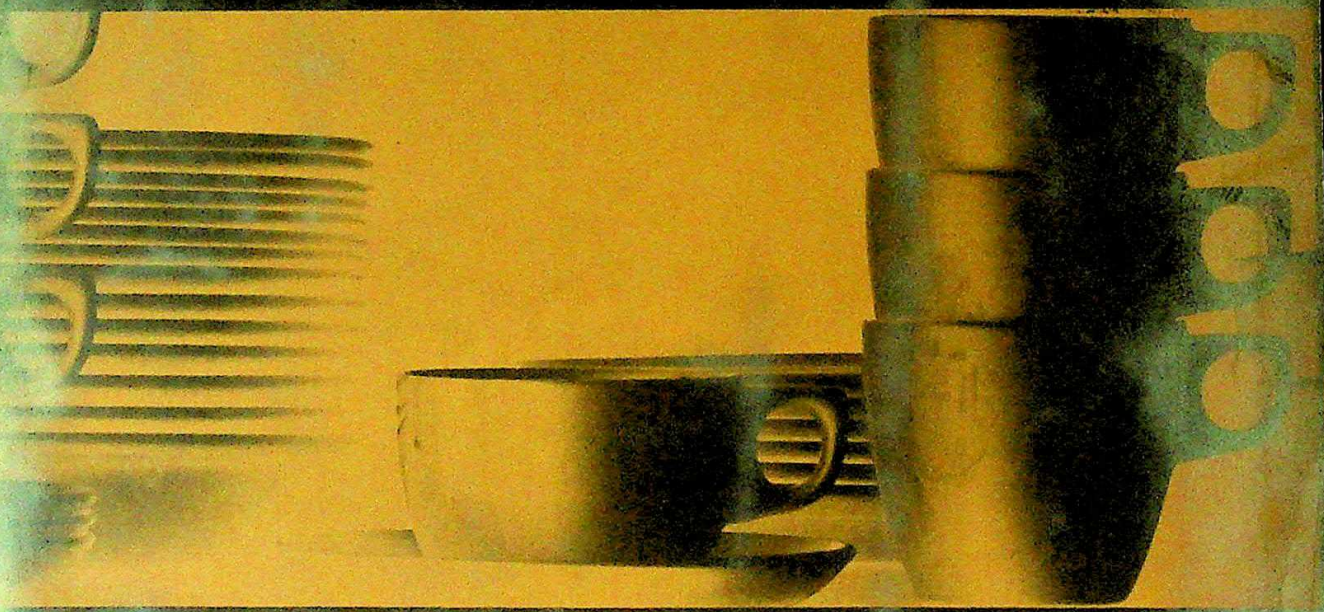
~~D64 9oA~~ 92
D7/1536

APRIL, 1967
DESIGN 220
p. 36



[illegible] and 5 oz - fitting the same size saucer, [illegible] the same space, and the shape of both [illegible] dimensions (the design brief did not call for stacking cups). One handle is common to the two [illegible] aperture allows the index finger [illegible] through to [illegible] making the cups easy to hold.



[illegible] of cups are vulnerable, their design has here been [illegible] out. A very strong junction was achieved by welding the [illegible] The [illegible] the top of the handle gives a good thumb grip. The heavy [illegible] the typical canteen plate has been abandoned, and we [illegible] high enough to move quite [illegible]

D7/X 536

1.

[illegible] earthenware [illegible] are designed and [illegible] line Zelinski, 53 [illegible] Seaford, Sussex. [illegible] over 9in high and [illegible] throughout £5.95

2

Dover [illegible] Sellor of 1 Park Lane, Sheffield S10 2DU has designed [illegible] made these cast-iron [illegible] racks in grey black stove [illegible] finish. The approximate retail prices are (by diameter of sockets) 1in 42½p, 1¼in 52½p and 1½in 62½p.

3

The Glacier range from Whitefriars Glass Ltd includes this decanter and glasses in textured full lead clear hand-blown crystal. The approximate retail prices of the pieces shown are (including purchase tax): Decanter £5.70, 10oz tumbler [illegible] and 6oz tumbler 48p.

4

A real prestige piece hand made in sterling silver by Gordon Hodgson, 211 Edgware Road, London, W.2. It is a three piece interlocking condiment set with stoppers of ivory and ebony. The approximate retail price including purchase tax is £56.

p.47

5

Also from Whitefriars Glass Ltd are these Millefiors paperweights in coloured full lead crystal, set and made by hand. The approximate retail prices are £9.30.

6

Plastic hermetically insulated snack jar with a capacity of one [illegible] Polythene [illegible] Insulation Ltd, 124 Barlby Road, London W10. Approximate retail price [illegible] including purchase tax) [illegible]

7

Bone china mugs made by Crown Staffordshire China Co Ltd, Park Street, Fenton, Stoke-on-Trent ST4 3JB. The mugs are known as the Zodiac collection and depict the twelve signs. The designers Diana Thomson and the approximate retail prices £1.20.

8 MAR. 1971

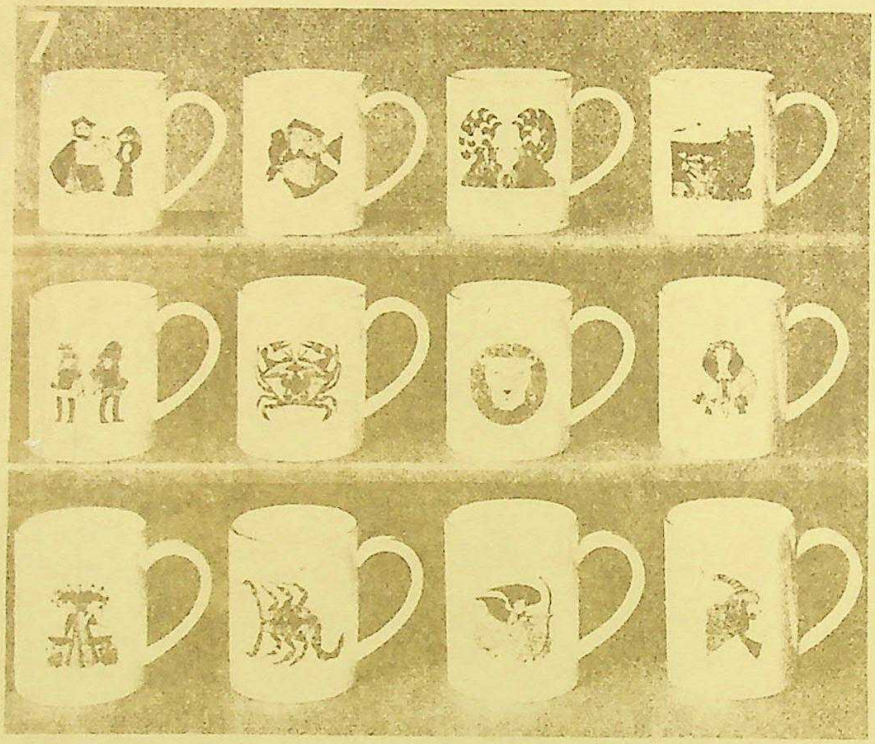
Ronald West [illegible] designed this stainless steel cutlery with white Delrin handles manufactured by George Butler of Sheffield Ltd, 101 Malda Street, Sheffield S1 4BD. [illegible] approximately £6.25 including [illegible] for a six piece setting.

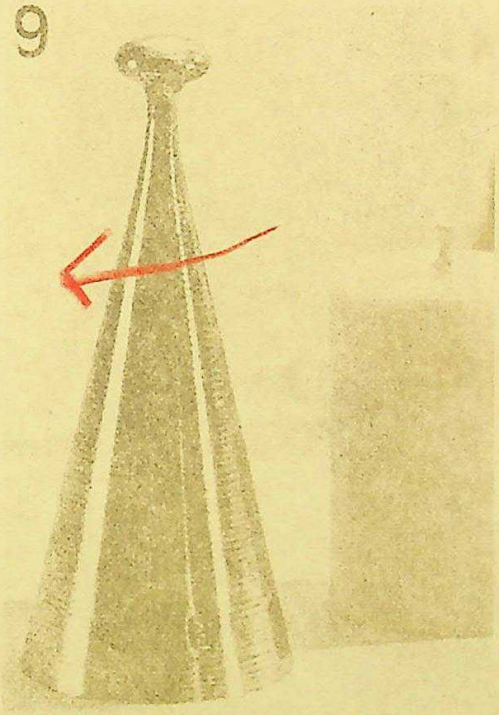
9

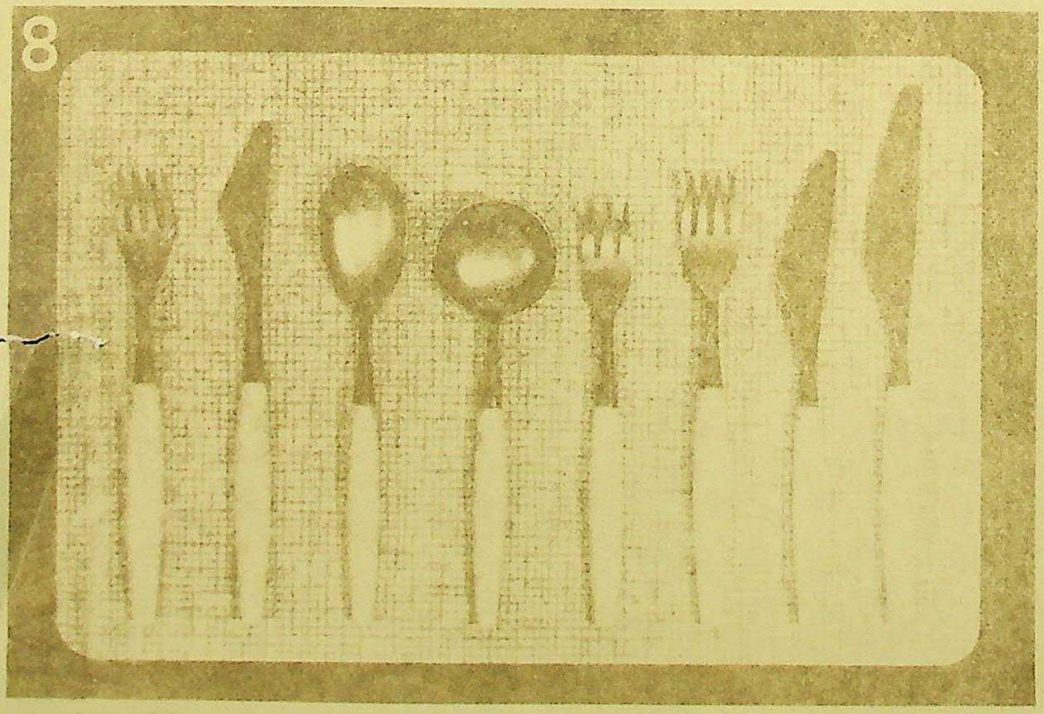
An innovation just brought to fruition by Dover Mellor, 1 Park Lane, Sheffield S10 2DU, designer and manufacturer. Candle snuffers in brass with gold finish lacquered finish with the original patent. The approximate retail price (including purchase tax) is £1.75.

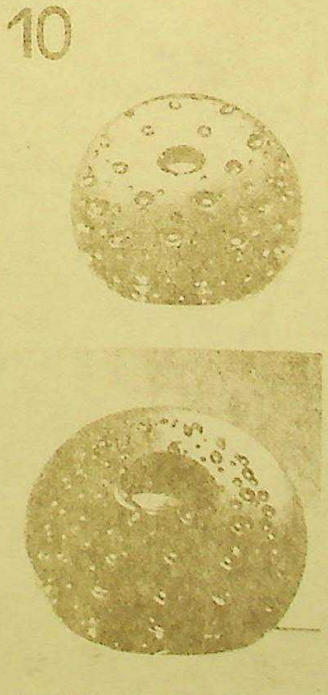
10

Hand made fabulite paperweights from Whitefriars Glass Ltd, Tudor Road, Wealdstone, Middlesex. They are available in rub, [illegible] silver or clear crystal. The two sizes are shown 3in and 5½in diameter.









Tableware International

March, 1971

p. 47

~~D44-9-A~~ 92
D7/X536

SUPER CUP

SUPER STRENGTH—SUPER SAVINGS

	9" Dinner Plate
	9" Compartment Plate
	6" Bread and Butter Plate
	12 oz. Bowl
	5 oz. Bowl
	7 oz. Hot and Cold Cup
	4¾" Saucer

This handsomely designed cup and saucer have just joined our line of disposable dinnerware. Now we offer you the most complete "high impact" line on the market today. Every item in our line has been carefully developed by our researchers. They are proud of having designed the best disposables money can buy at a price that is actually less than many foam products.

We don't imitate, we create.

We don't expect our name to sell our line; we expect our product to speak for itself.

We rejected plastic coated ware as too flimsy and foam products as too bulky and too hard to handle. Our line is formed from solid plastic. Compare feature after feature with other disposable lines. You'll see why Melitta disposable dinnerware is superior.

- Requires less storage space
- Non-heat absorbing; perfect for hot or cold foods
- Resists the sharpest cutlery
- Compatible with micro-wave ovens
- Designed for fast separation and ease of handling

If you are using disposables now, or are considering their use, you owe it to yourself to write for information and samples. Don't cheat yourself out of the best.

MELITTA DISPOSABLE DIVISION IV4

Box 846

Cherry Hill, N.J. 08034

Melitta

CIRCLE 41 ON READER REPLY CARD

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~~D7/317~~

92

Received
June 7, 1971

6-7-

Dinex servers are insulated to hot drinks hot, cold drinks cold, yet cost far less.

You're ahead every way with Dinex Duo-Tone Hot & Cold Beverage Servers: They're stylishly attractive, economical, lightweight, stain resistant, dishwasher safe, and have passed hospital and nursing home durability tests across the country.

Dinex satisfies everyone because the Dinex double-wall construction of spin-welded polypropylene holds desired drink temperatures much longer. Get the best for less. Write or call Dinex Div., 21300 MacArthur, Warren, Mich., 48089.

8-oz. Mug.

With disposable lid; holds beverage heat for up to an hour. Eliminates need for coffee pot and saucer.

10-oz. Beverage Server.

Keeps beverage hot for up to 1½ hours. No-drip pour. Available with disposable lid.

44-oz. Pitcher.

Keeps liquids hot for up to 2½ hours, ice for up to 8 hours; pours with lid in place. Non-drip spout.

ITEM	CASE	CASE PACK	CASE WT.	SUGGESTED LIST PRICES PER CASE	PER EACH
Mug, 8 oz.	36	24	5#	18.72	.78
Pitcher, 44 oz. with insulated lid	146	6	7#	29.70	4.95
Insulated Beverage Server, 10 oz. with insulated lid	186	6	2#	17.70	2.95

Disposable lids available for 10 oz. beverage server and 8 oz. mug.
Consult your dealer for prices.
Prices Subject to Change Without Notice—Effective Mar. '70

Page 2

DINEX®

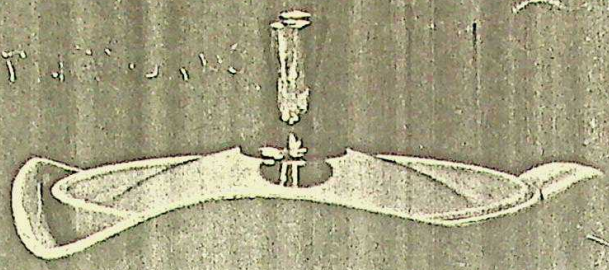
INSULATED TABLEWARE

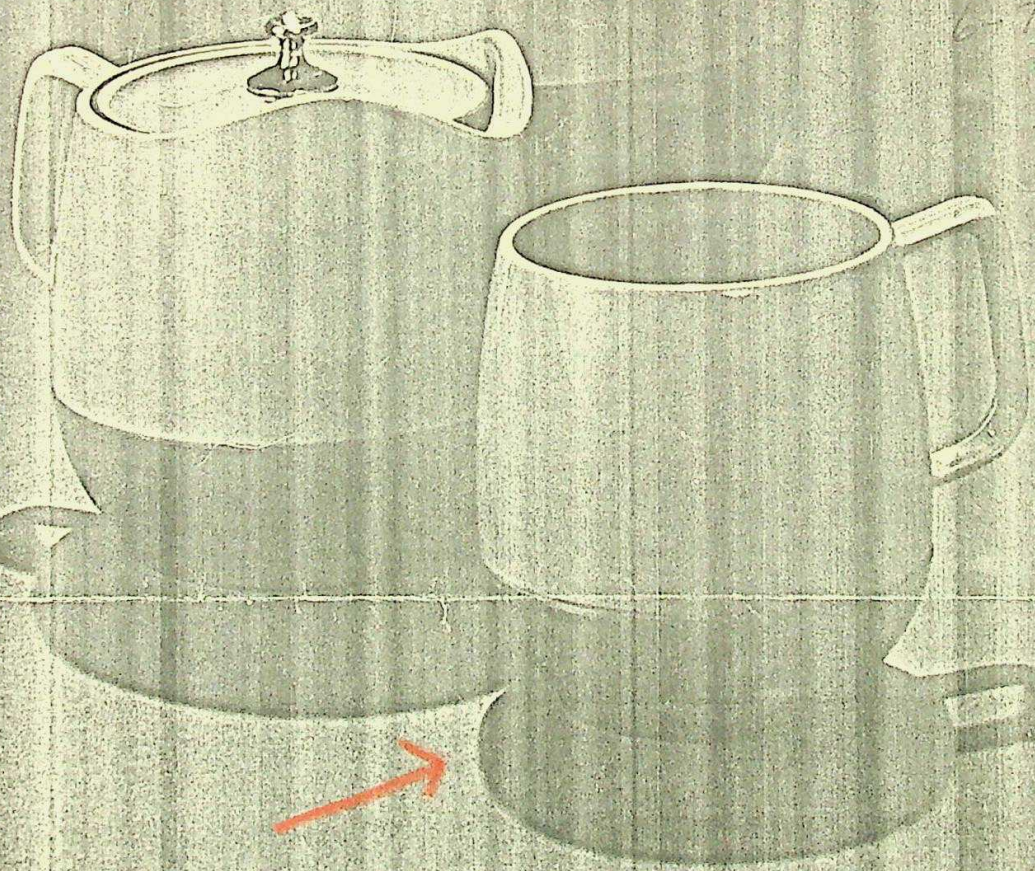
DINEX DIVISION

KING-SEELEY KST THERMOS CO.

THERMOS®

D7-9





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page 1

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XD 7/R536

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Tableware International

JAN. 1972

p. 3

MAKE AN APPOINTMENT WITH OUR AGENT. YOU WILL ENTER INTO BUSINESS RELATIONS WITH TWO IMPORTANT ITALIAN GLASS-WORKS AT THE SAME TIME.

TWO COMPLEMENTARY PRODUCTIONS THAT WILL SATISFY ANY DEMAND. ONE SALES ORGANIZATION ONLY.

A NEW FORMULA FOR THE NEW EUROPEAN MARKET.

A SUCCESSFUL FORMULA.

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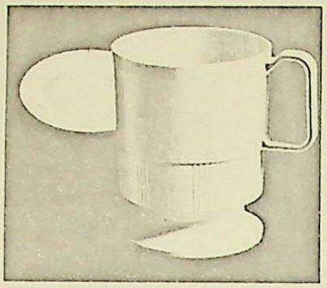
INSTITUTIONS / VOLUME FEEDING

p. 82
APRIL 1, 1972

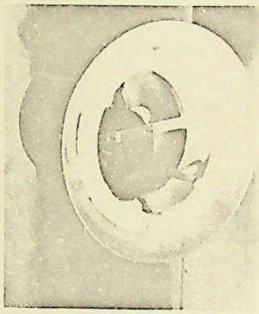
product info



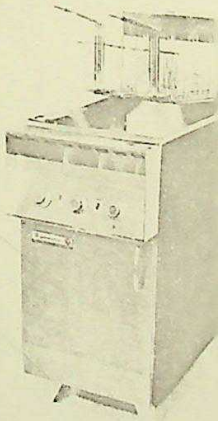
Plastic Cup, "The Mug Cup™", a one-piece pedestal single service hot drink vessel with handle. Available in champagne color, it has its own matching snap-on splash lid. Eliminates the need for saucer. A complete merchandising program is available free to users. **Sweetheart Plastics.**
324 ON RETRIEVAL CARD

Floorkeepers automatically scrub and vacuum. Easy to handle with 3 speeds forward (up to 250 ft. per min.), 1 speed reverse. Battery powered with built-in automatic shut-off charger. Brush coverage 33 in. or 24 in.; speed 200 RPM; pressure 90 to 140 lb. Squeegee 39 in. wide. **Breuer Electric Mfg. Co.**
425 ON RETRIEVAL CARD

Meat Loaf Entender in p
pack for simple, ac
preparation and reduce
Saves on ingredient co
increases 3-oz. servings
meat from 43 to 49, stat
manufacturer. Meat is
seasoned, stays juicie
holds together better. A
hamburgers and mea
Available in 36/12-oz.
Golden Dipt Co.
328 ON RETRIEVAL CA



Insect Catcher has no
cals, no spraying or dan
odors. Operates on 115-
cycles and uses less
than a 40-watt lamp. M
anywhere and weighs
All-aluminum constructe
weather unit is availa
decorated blue Hamme
enamel. **Welton Ind.**
314 ON RETRIEVAL CA

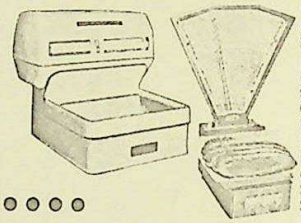


Fryer. The MJ-40, cooks
90 lbs. of frozen fries per
A dual orifice infra-red h
system provides a more
tive heat transfer and a
gree action thermostat
actually anticipates heat
keeps shortening up to
ing temperature but pr
its burning and breaking
by cutting off burners
correct temperature is re
Equipped with a 1¼-in.
ball type drain valve.
zone is enlarged so op
can easily clean all pa
frypot. **Frymasters.**
310 ON RETRIEVAL CA

D7-#536
4-1-1972 p.82
INSTITUTIONS

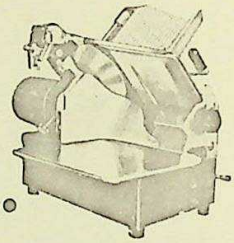
"WEIGHS" to SLICE CHOP and CUT FOOD COSTS!

GLOBE-STIMPSON SCALES



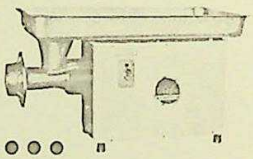
The split-ounce accuracy of Globe-Stimpson Scales is the best "weigh" to protect precious profits. Our scale charts have big, easy-to-read numerals for speedy, accurate weighing. Globe-Stimpson's complete scale line includes: Fan Scales, Pre-Packaging Scales and Computing Scales in a wide selection of capacities and price charts. See the many "weighs" Globe-Stimpson can save you money!

GLOBE SLICING MACHINES



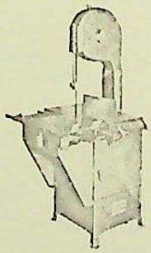
Seven great Globe Gravity Feed Slicers make up the most complete slicer line anywhere! Choose from Economy Priced Compacts; heavy-duty Semi-Automatics; or, volume-production, Fully-Automatic Slicers including the exclusive Globe Variable Speed Automatic Slicer. Each does a perfect slicing job on hot or cold foods including fruits, vegetables, fish, etc. See the quality line of slicers by the folks who invented Gravity Feed Slicing — Globe!

GLOBE MEAT CHOPPERS



Globe makes over ten different meat choppers to meet any need. Capacities range from *10 lbs. a minute* for our smallest chopper up to a whopping *3½ tons an hour* for our largest chopper. Each is designed and built to deliver juicy, cleanly-cut chopped meat. And for the chopper that's really new, see Globe's new patented Dual-Cut Chopper. It pre-cuts, blends and chops in one operation. Ask for a demonstration!

GLOBE MEAT & BONE SAWS



Globe's advanced design Meat and Bone Saws simplify the cutting of fresh or frozen beef, lamb, pork, poultry or fish into serving portions. They feature rugged construction with ample power for any cutting need. Several models to choose from. You'll save time and money everytime you use a Globe Saw.

For complete specifications and information on the above Globe Products write us today for FREE Literature.

Globe

GLOBE SLICING MACHINE CO., INC.
Box 1217, Stamford, Conn. 06904

Over a half century of experience manufacturing America's Finest Food Processing Equipment

CIRCLE 82 ON READER REPLY CARD

DECORATED MUGS

D7/9536 1973 CAT.

CODE	DESCRIPTION	BULK PACKED ITEM NO.	BULK PACKED DOZ. CTN.	BULK PACKED LBS. CTN.	ANCHOR PACKED ITEM NO.	ANCHOR PACKED SETS CTN.	ANCHOR PACKED LBS. CTN.
A	**SUPER FRUIT** Assortment – ½ dz. ea. 8 oz. Orange, Pear, Apple, Lemon	W312/7285	2	15			
	4 pc. Anchor Pack Assortment				W312C/7285	6	15
B	**SUPER STRIPE** Assortment – ½ dz. ea. 8 oz. Red, Blue, Green, Gold	W312/7280	2	15			
	4 pc. Anchor Pack Assortment				W312C/7280	6	15
C	**POP FLORAL** Assortment – ½ dz. ea. 8 oz. Daisy, Violet, Rose, Tulip	W312/7275	2	15			
	4 pc. Anchor Pack Assortment				W312C/7275	6	15

***NOTE:** Blue item number indicates new product and/or packaging*
See Index for additional listings of Super Fruit and Pop Floral bulk and gift items.

If product or performance defective Good Housekeeping GUARANTEES replacement or refund to consumer

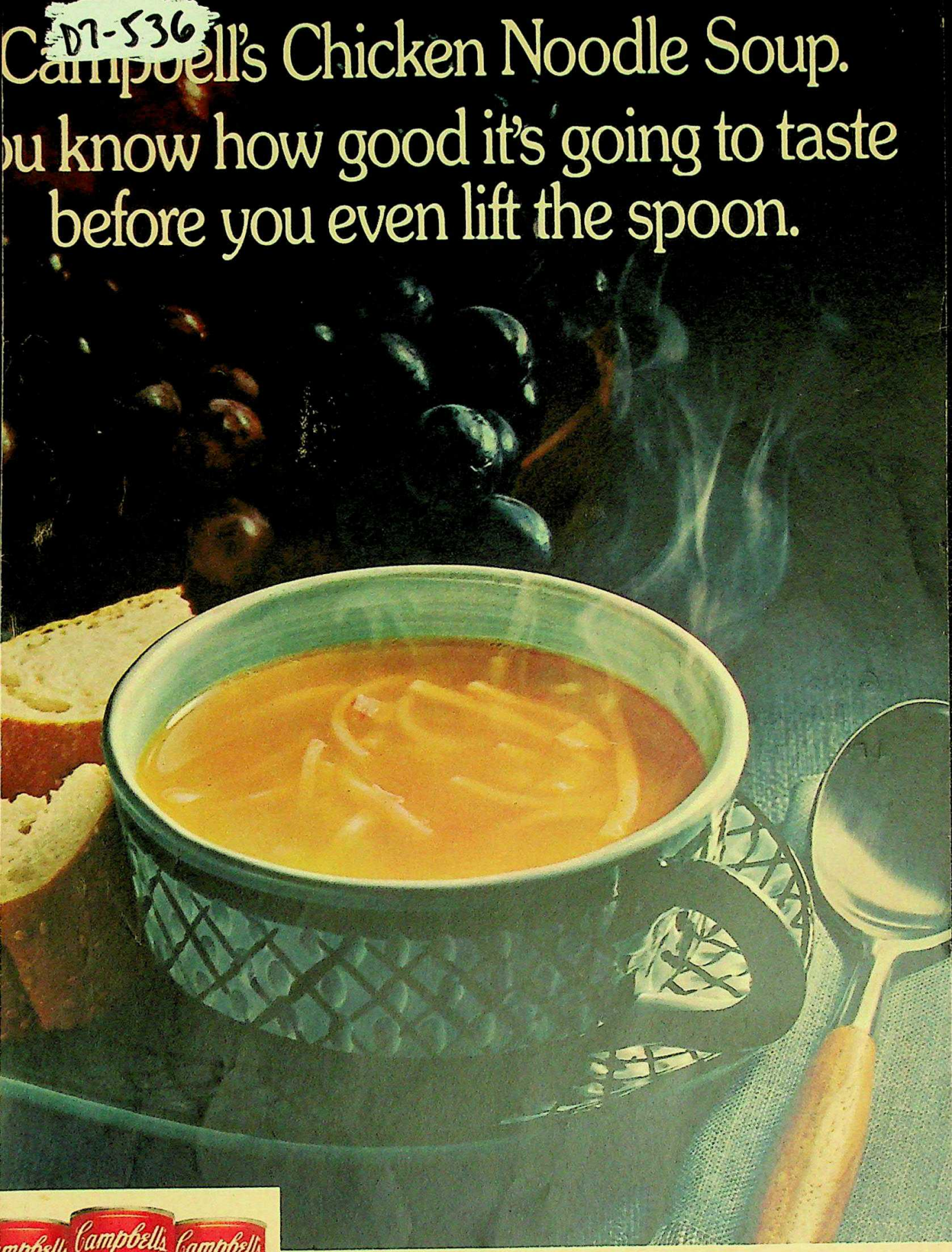
ANCHOR HOCKING p. 92

1973 CAT.

D7-536

Campbell's Chicken Noodle Soup.

ou know how good it's going to taste before you even lift the spoon.



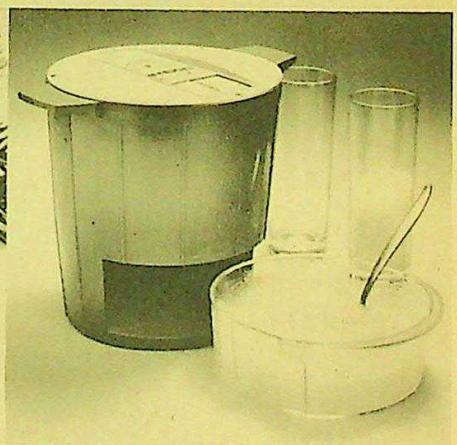
Just looking at a steaming bowl of Campbell's Chicken Noodle Soup makes you feel hungry. Hungry for those tender pieces of chicken, those golden egg

Noodle or Chicken Vegetable or Chicken 'n Dumplings Soup today with someone you love. Before you even lift the spoon, you know how good they're going to taste

Little-Luxury Gifts for Easy Living

p. 134

GOOD HOUSEKEEPING DEC, 1973



If you are looking for out-of-the-ordinary gifts for the home, the ones shown here are sure to please friends and family. These little-luxury items are unusual but very useful—just the kinds of little "extras" that soon become indispensable! **Glass apothecary jars for spices** (top), 3½" high, are cork-topped, come eight to a set (spices not included), with 18 printed spice labels and two blanks. Packaged in wood-grained cardboard. About $5.50. Libbey, P.O. Box 919, Toledo, Ohio 43601. **Ice-cream maker** (above, left) simplifies the homemade-ice-cream process. Plugged into a nearby outlet, this machine works right in the freezer; the frigid air replaces the need for rock salt and crushed ice. Makes 1 quart; recipes included. Color choice of Vanilla, Chocolate or Strawberry. About $20. "Ice Cream Machine," by Salton, 1260 Zerega Ave., Bronx, N.Y. 10462. **Portable air freshener** (above, center) operates continually—and quietly—to give any room a clean, subtle scent of freshness. Comes with "Hint of Citrus" scent cartridge; replacement cartridges also come in "Hint of Spring" and "Snowdrift." White. About $13. "Aire-Freshenizer," by Waring, New Hartford, Conn. 06057. **Electric ice crusher** (above, right) keeps noise of crushing to a minimum. Its see-through sliding drawer can double as a serving container. Available either in Ice Green or Bittersweet. About $20. By Toastmaster, 333 West River Road, Elgin, Ill. 60120.

XD7/9
536

TABLEWARE INTERNATIONAL
FEB., 1974
P. 20

For further details and colour brochure please write direct to:-

Staffordshire Potteries Limited

Sales Department, P.O. Box 12, (Longton) Meir, Stoke-on-Trent, England. ST3 7AA

D7/#536
MAR. 1, 1974

You think a lot of your coffee.

So does Shenango.

Your business may be as good as your coffee. That's how important coffee is. And good coffee tastes better in the right cup. We'll prove it to you. Take a close look at this new Omega cup. Hold it. Sip from it. Is this dinnerware-light china tough enough for rugged foodservice? Positively. Its classic coupe shape and rugged high-alumina body came out smiling in test after test. Try pure white Omega, or Vicount with charcoal ribbon. If you'd like to make more of your coffee, and everything else you serve, write for the full-color Shenango Tabletop Idea Book, to Mr. China, P. O. Box 120, New Castle, Pa. 16103.

Look for the Indian on the back.

SHENANGO
INTERPACE

RECEIVED

MAR 1 1974

GROUP 290

D7/536

Get Mugged

In a new and delightful way with fashion mugs from Interpace.

Mugs are hot. Because they're functional as well as fashion-wise. These new Interpace Mugs give you great value, dependable supply — and a cost-conscious approach. They're **VITRIFIED STONEWARE** and surprisingly durable. This means you get more for your money. They're imported from a top-quality Stoneware manufacturer under strict Interpace American quality control standards. The good-looking tapered shapes help keep hot things hot, are available in three styles and four colors.

For information, write Mr. Mugs, Shenango China, P. O. Box 120, New Castle, Pennsylvania 16103.

INTERPACE

D7/536
MAR, 1974

D7-536

Mug your customers.

They'll like it.
Make the most of your coffee service and add an extra touch to feature drinks with new Interpace mugs.

The graceful
Tankard

can add the finishing touch to a Bloody Mary, Ramos Fizz as well as coffee you'd like to make more tempting.

brimful capacity	8 ounces
height	3¾″
widest diameter	3″
packing	4 dozen per 1¾ cu. ft. carton
shipping weight per dozen	10 pounds

The husky
Pacific

creates distinctive coffee service or a great "house specialty". The footed base makes a great coaster for drinks hot or cold.

brimful capacity	7 ounces
height	3¼″
widest diameter	3⅛″
packing	4 dozen per 1¾ cu. ft. carton
shipping weight per dozen	11 pounds

The hefty
Adrian

serves up a man-size 10-ounce portion. Just the thing to keep coffee hounds happy . . . or give a lift to your hearty drinks like Irish Coffee, Hot Rum or Summer Coolers.

brimful capacity	10 ounces
height	3¾″
widest diameter	3¼″
packing	4 dozen per 1¾ cu. ft. carton
shipping weight per dozen	11 pounds

four fashion-wise colors to get mugged in...

burnt **orange** / tangy **mustard** / beautiful **black** / sunrise **yellow**

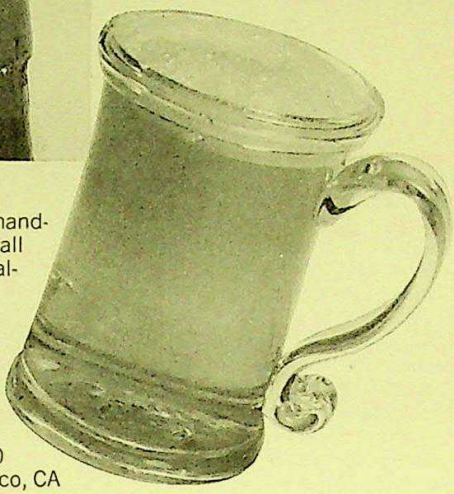
RECEIVED
MAR 1 1974
GROUP 290

INTERPACE
P. O. Box 120, New Castle, Pennsylvania 16103

MC-820

brochure on wine accessories. $5 plus 75c post. Rorke's, HG8, 261 Park Rd., Burlingame, CA 94010.

D7-536



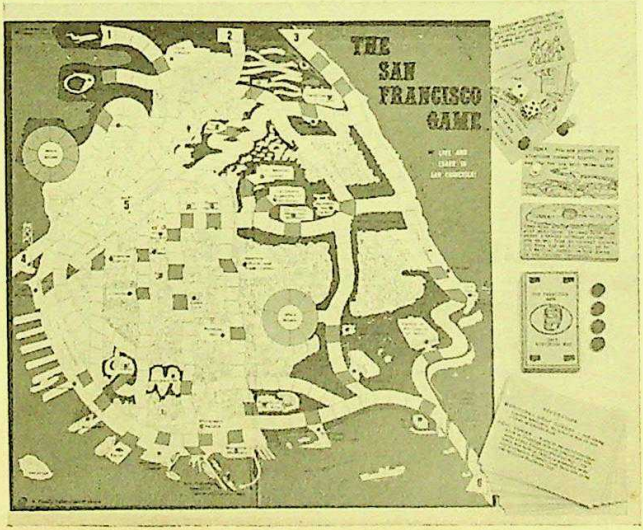
WORK OF ART

Handsome, individually handmade glass tankards, small Irish workshop import. Talented designer, Simon Pierce uses old hand methods. 14-oz. size, perfect for beer, tall drinks, lots of ice, flowers. Set of four, $30 plus $2.50 post. The Kilkenny Shop, HG8, 900 North Point, San Francisco, CA 94109.

HOUSE & GARDEN AUG. 1974 p. 97

ENTERTAINING CITY TOUR

Fascinating board game takes you and your friends on a make-believe trip around San Francisco. Object is to visit as many tourist spots as possible, least number spaces, in limits of bankroll. You may encounter Bay City hazards, fog, traffic, hippies, empty wallet. $5.95 plus $1.35 post. The Patio, HG8, 550 Powell, San Francisco, CA 94108.

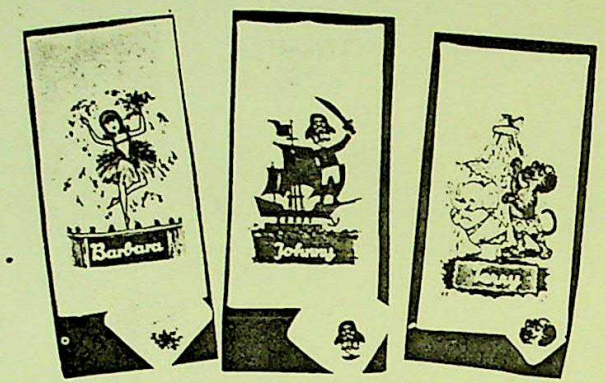


SUEDE SUPREME

Timeless and clime-less separates to prize. Meticulous tailoring enhances the natural beauty, incomparable softness of selected sheep skins from Africa and the Near East. Each piece is lined, rich in stitching details and available in a choice of colors for mixing or matching. Mink brown, champagne, raspberry pink, kelly green and gray. Sizes 6 through 16. The Western-cut jacket, $145; A-line skirt, $75; vest (not shown) $60 and pants that break at the knee, $115. Ppd. (H5 suede cleaner included) Write for information on custom tailoring. Robert John Shop HG8, Box 1081, Carmel, CA 93921.

HEATED PET PAD

Keeps your dog (or cat) safely warm and cozy during cold weather. Ideal for "out of house" living for your pet, especially in unheated garages, basements or back yard dog houses. The 17" x 27" pad is really 2 pads in one. An outside fabric over a water resistant lining. Cord is chew resistant and has a special plug to prevent cord from pulling out of outlet.
Order #1253 — $10.95

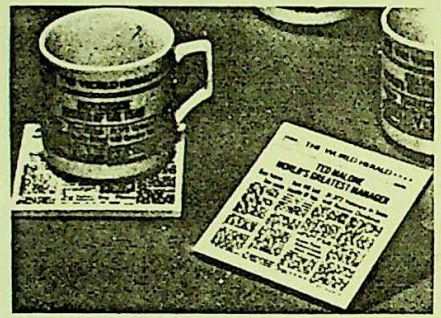


PERSONALIZED KIDDIE BATH SETS

Ballerina, pirate or elephant and tiger designs to delight little girls and boys. Towels are white terry 20 x 40" hemmed, with colorful characters. Washcloth carries part of the towel design. Personalized with any first name. Order #959A Ballerina; #959B Pirate; #959C Elephant and tiger. PRINT name clearly. $3.75 the 2-piece set.

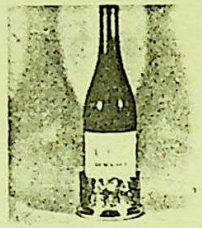
PERSONALIZED HEADLINE MUG OR TILE

Shows any name in bold headline with message of your choice. Who doesn't like to see his or her name in print? Choose from:
World's Greatest Salesman (or Executive, Secretary, Worker, Manager, Golfer, Bowler, or Fisherman)
World's Safest Driver
World's Smartest Buyer
Mother of the Year
Father of the Year
Man of the Year
Woman of the Year
Acclaimed Number One Lover of the Year



Name is kiln fired onto the 10 ounce white porcelain coffee mug or the 4¼" square English ceramic tile coaster. Print name and message. Order #1409A Headline Tile — $4.00. #1409B Headline Mug — $5.50

PAGE 42



SILVER BOTTLE COASTER

Add elegance to your dining with this bottle coaster. Fits snugly around a wine or liquor bottle. Grape leaf design is beautifully embossed in heavy silverplate. Has moisture-proof liner and felted base to protect your furniture. A thoughtful gift for your favorite host or hostess. Order #1429 — $7.00. Two for $12.95

D7/536

BRUCE BOLIND . . . . Order Blank
175 Bolind Building, Boulder, Colo. .80302

Since 1956
Thanks to you.

SHIP TO: CAT. REC'D. FEB. 1975

NAME (Please Print)
ADDRESS
CITY STATE
ZIP DATE

OUR GUARANTEE

If we make a mistake on any personalized item, we will re-do same at no charge. On other items (not personalized, of course) if you are not happy, return within 10 days . . . we will refund your money and still be friends.

NOTE—ITEMS SHIPPED IN SEPARATE PARCELS MAY ARRIVE FEW DAYS APART.

☐ MASTER CHARGE
Master Charge—also enter 4 digits below your account no.
MASTER CHARGE INTERBANK #

☐ BANK AMERICARD

CHARGE IT! (Must be $10.00 or more)
Signature

CREDIT CARD # EXPIRATION DATE

Quantity	No.	Description	Color	Initials	Price

Please print clearly. Use a separate sheet of paper for more items or special instructions if necessary.

SHIPPING & HANDLING
Under $3.00 add 60c
$3.00 to $5.00 add 95c
$5.01 to $7.00 add $1.05
$7.01 to $10.00 add $1.35
Over $10 add $1.65
Not responsible for Cash Remittances

NO C.O.D.s or STAMPS, Please

PLEASE ALLOW 2-4 WEEKS FOR DELIVERY ON ALL PERSONALIZED ITEMS.

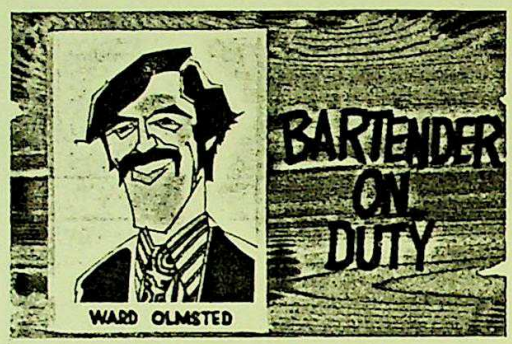
THANK YOU KINDLY

Total for Merchandise
Colorado residents add 3½% sales tax
Shipping & Handling
TOTAL AMOUNT ENCLOSED

PAGE

PRESS ON CHRISTMAS LABELS (Red & Green) STICK TO FOIL

These pressure-sensitive Christmas labels stick to foil & plastic wrappings as well as to paper. Red and green on white labels 1¾" long. Any message to 20 letters per line, 3 lines. 225 for $4, 450 for $6, 1000 for $12. In plastic slide dispenser. Printed all year. Order #PRX.



PERSONALIZED BARTENDER

This wood grain plaque 10"x15" with personal caricature is sure to please the man of the house. His name hand lettered on plaque. Something really different. Send in photo and state color of eyes and hair (photo returned unharmed). PRINT name desired. (Allow 4-5 weeks for delivery).
Order #1283 — $15.00

Useful Gifts From
BRUCE BOLIND
Boulder, Colorado
80302

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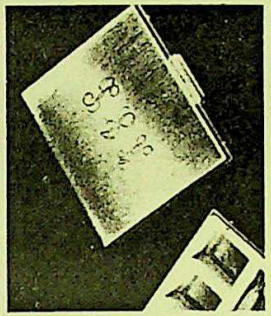
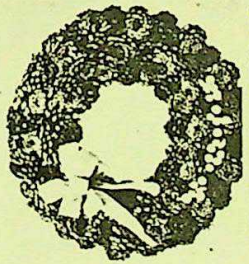


PIERCED EARRING CASE

This solid brass case is 2¾" x 2½" x ½" and has 8 velvet-type compartments in two sizes. Small tongs to pick up your earrings. Case is engraved with 8 initials.
Order #827 — $4.50.

PERSONALIZED GRANDMOTHER PLATE

Handsome, hand decorated Grandmother plate of fine Bavarian China, 7½" collector's size with violet border with charmingly personalized with the names of her OWN grandchildren and the word "Grandmother" in gold script, permanently fired into the glaze. #1118 — $9.95 NAMES are $1.50 each.



PINE CONE WREATHS

Made from Rocky Mountain Ponderosa Pine Cones, hand crafted with each cone invisibly wired to a sturdy frame. Bright artificial fruit and a velvet textured bow provide a striking contrast to the natural brown tones of these unique and lasting wreaths. Cone highlights are enhanced by a clear lacquer spray. Available in three sizes:
16" diameter, #111A, $16.50;
20" diameter, #111B, $20.50;
24" diameter, #111C, $25.00.
NO ORDERS after DEC. 1.

ITIAL

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D7/524

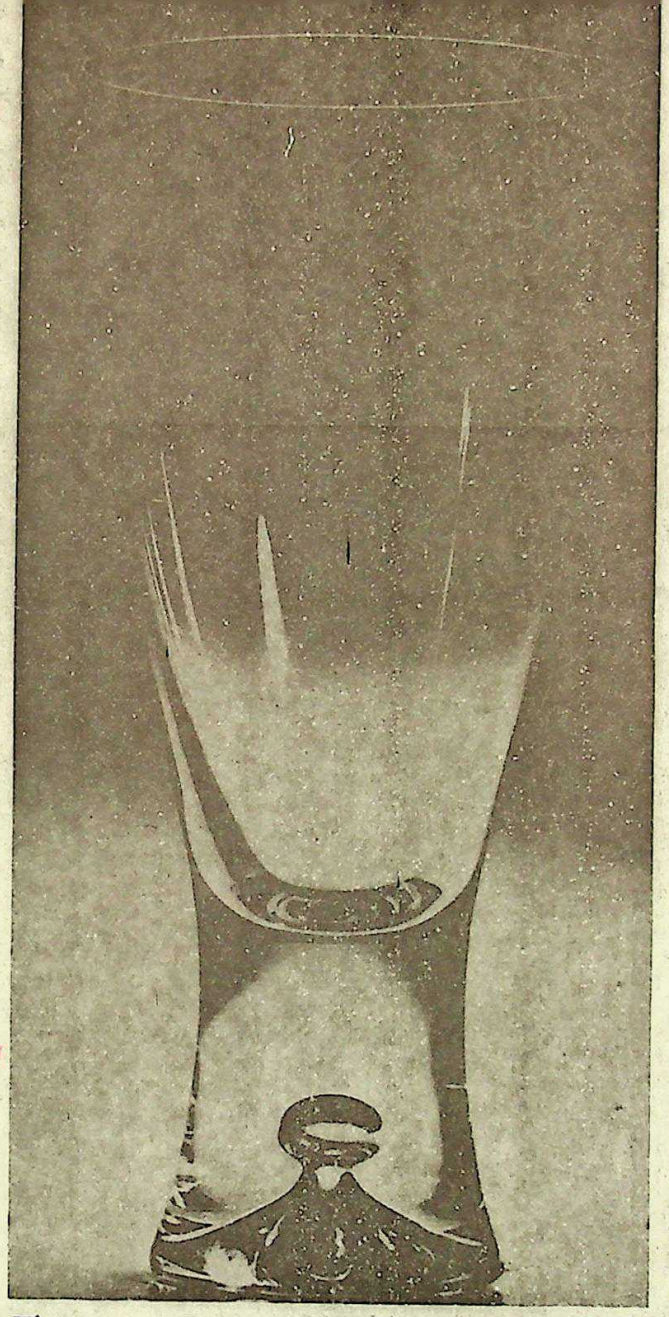
REGENCY CHINA

TABLEWARE INTERNATIONAL APRIL 1975 p. 43

Reflecting the Elegance and style of Yesterday

Regency China Ltd, Carlton Works,
Sutherland Road, Longton, Stoke-on-Trent
Telephone: 0782 319347

London and South Agent:
Mr. L. V. Franklin, 14 Maugham Court,
Whitstable, Kent



French Wines. Finnish Glass

Bordeaux, Burgundies, Clarets, Medocs and many more.
Now you can offer them, one and all, in Tapio,
the sparkling glass with a bubble in its stem.
Dramatically created in crystal – clear glass by Tapio
Wirkkala, award-winning iittala designer,
Tapio positively dazzles in company
and is one of its namesake's finest works.
Available in seven sizes, from liqueur to goblet,
in beautiful gift packs of six.
From the house of iittala – pure Finnish glassware
created by a craftsman's skill and a designer's art.
Available at the best shops

Tapio...by iittala

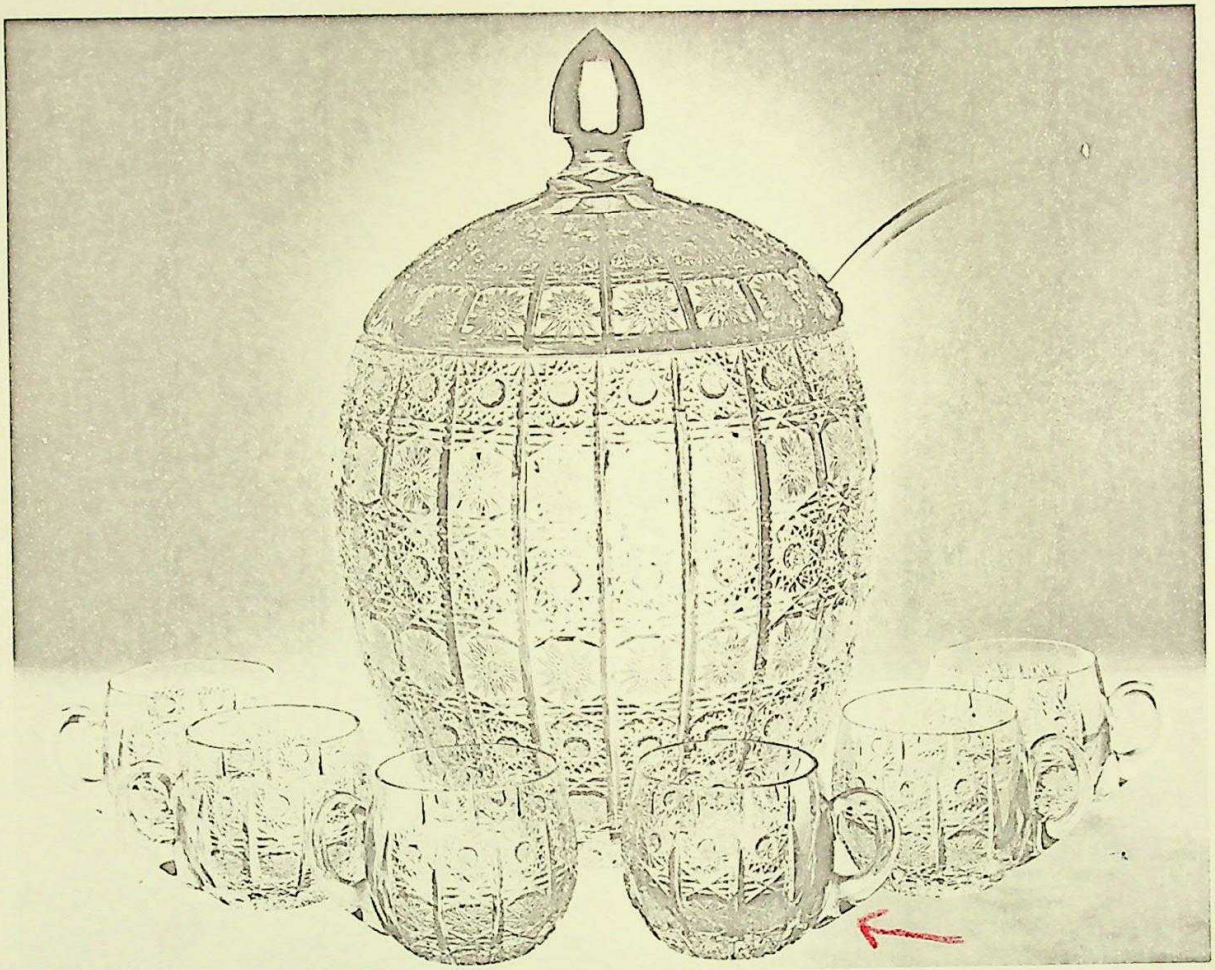
iittala

iittala (U.K.) Ltd., Heron Trading Estate, Sundon Park, Luton, Bedfordshire.

D7/536

Queen Lace Crystal

p. 157



Mouth-blown, all hand-cut, full-lead *Queen Lace Crystal* – guaranteed all hand-made in Czechoslovakia by the world's most skilled artists.

Permanent Showrooms

New York:
Queen Lace Company
3 East 27th Street

Los Angeles:
MacLennan Sales Company
712 South Olive Street

Dallas:
Jim Blevins, Inc.
2432 Dallas Trade Mart

Miami:
Gateway International
Miami Merchandise Mart
777 Northwest 72nd Avenue

Trade Show Exhibits

Chicago Gift Show
McCormick Place
Booths 1317-1319
July 27-August 1

San Francisco Gift & Jewelry Show
Civic Auditorium
Booths 3007-3009
August 3-6

New York Gift Show
N.Y. Coliseum
Booths 4311-4313
August 10-15

Dallas Gift Show
Market Hall
Booths 825-827
August 31-September 4

Queen Lace Crystal is imported and sold only by
Queen Lace Company
3 East 27th Street
New York, N.Y. 10016
(212) 686-2780

AUGUST, 1975
JEWELERS' CIRCULAR-KEYSTONE

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The New York Merchandise Mart® has just become Wedgwood's cup of tea!

We are delighted to welcome Wedgwood – one of the greatest potters of England – to the New York Merchandise Mart, one of the greatest merchandise centers in America.

The Wedgwood Group joins a most prestigious list of exhibitors and businessmen who help make this luxurious showplace of the industry the focal point of the industry's marketing activities.

If you have a product line that needs to be seen to be appreciated, we invite you to come visit us. You'll quickly see why we've become one of America's most important marketing centers . . . and precisely why we've become Wedgwood's cup of tea.

nymm
THE NEW YORK MERCHANDISE MART

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The Attractive but Functional Is Gift Show Buyers' Theme

BY BETSY NICHOL

NEW YORK — Attractive but functional is the type of gift sought by buyers shopping the 90th Gift Show here.

"We're also looking for a higher quality of merchandise," said one buyer. "We don't want cheap or gimmicky items any more."

Gift buyers said they are in a good open-to-buy position after having had an excellent fall and Christmas. They estimated sales for that period were anywhere from 7 to 30 per cent ahead of the previous year, and they expect the brisk sales pace to continue this spring.

"Last year at this time, we were pretty glum. Business was poor," said the gift buyer for a Mid-Atlantic catalog-showroom, "but business has picked up along with the economy, and open-to-buy is good.

"I'LL BE looking for ceramic oven-to-table ware, which is a good practical gift," he said, echoing the sentiment of other merchants.

Part of the trend toward practical gifts was shown in the interest in well-designed coffee and tea items.

Some that buyers mentioned were glass mugs for Irish coffee — for St. Patrick's Day — from Alfred E. Knobler, six white pedestal mugs and a tea pot to be sold as a set for $12 to $15 from Kessler and coffee urns by the Forman Family. A 3-quart urn retails for $70, and a 2-quart model for $50.

One New York buyer said she was excited about a teapot with a vacuum insert to keep the tea hot. This item, also by Forman Family, retails for $20.

LUCITE WAS on the minds of other buyers, but Lucite items with a function, "not cutesy gimmicks." Some of the items which buyers picked included towel holders, spice racks, notepaper holders, wine racks, fruit bowls and cutting boards.

Although some buyers said the planter market is beginning to become saturated, others said it still has two strong years to go.

"After all," said the buyer for one small Connecticut store, "what are people to do with the plants they've grown?"

Many said they are looking for white and natural look planters, particularly baskets to retail under $20.

Bicentennial merchandise was shunned by most buyers who said they're "just not interested in it."

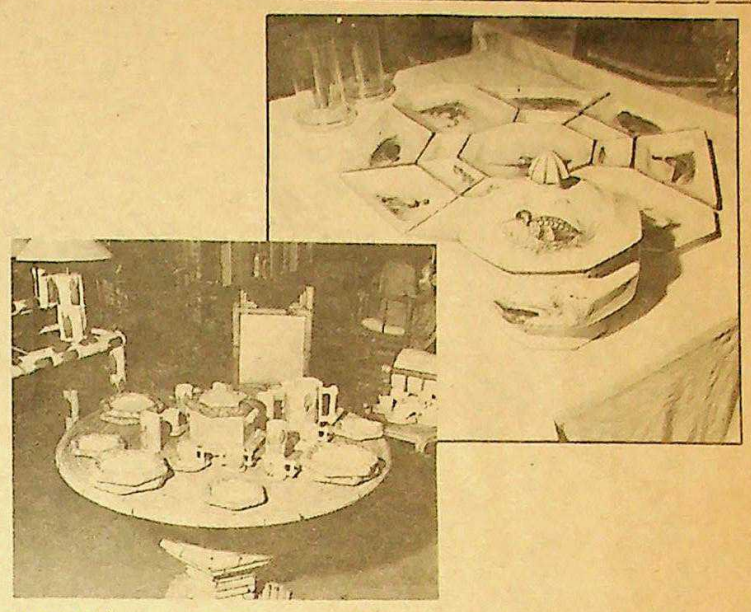
ORIENTAL GOODS — such as lacquered boxes, tea sets and screens — were of interest to buyers, particularly those in the New York area.

A masculine theme also emerged at this show. One Connecticut gift store owner said he was looking for merchandise with sports themes such as tennis or horse motifs on canvas bags, napkins, coasters and the like.

A buyer from New Jersey said he was looking for wood carved table decorations such as wooden ducks, that can retail for around $20. "A lot of women buy these for their husbands," she said.

Another buyer said he found table decorations with animal themes from Selective Industries, Charleston, S.C. These were made of pine cones. A quail retails for $20, an owl for $17.50 and a bird lamp for $35.

Others, however, said they were looking for masculine items in heavy wood, such as ash trays and wooden-based cigaret lighters.



MACEF Intros: A host of new tabletop items were shown at the Milan Fair, Tommaso Barbi of Rome introduced chinaware for a buffet dinner, (upper right). The pieces have game and mimosa decorations; a 15-piece set is $232 first cost.

Arpex International of Rome (lower left) has introduced serving pieces with a Chinese look. They are white with a green border. A 26-piece set retails for about $100.

US Tableware Orders Up at Milan

BY ELISA V. MASSAI

MILAN (FNS) — American buyers increased orders of Italian merchandise at the MACEF fair here.

"Sales were so good at this MACEF that we wonder if Italian and foreign retailers did not exceed planned orders," said Gilberto Brugnoli, principal of Gottingen of Gottolengo, a cutlery and metal tableware firm. "Certainly most customers anticipated price increases and wanted to insure supply before prices go up again.

"We have seen U.S. buyers interested in cutlery made here, despite price competition from the Orient and Eastern European nations."

LUCIANO MANCIOLI, producer of Italy's most fashionable oven-to-table hard ceramic lines, however, said, "Due to our high labor costs — now up to 80 per cent of production costs — we must upgrade material and design values. We are catering more to boutique-like stores and high-price department stores."

He also said the lira's devaluation against the dollar will only partly offset price hikes this year because raw materials have gone up and labor will go up this summer.

R.R. Guerrera, export manager of Fidenza Vetraria, said that although the firm has been selling breakfast and luncheon sets in clear glass, "we hope to enter the glassware field with stem-glasses competitive with American production."

Arnolfo di Cambio, a leading glassware producer, said the United States is a difficult market because of the cost of transportation and duty.

Retailers and exhibitors said, however, that duty and transportation costs were not an obstacle when the lines were exclusives.

TOMMASO BARBI, decorative accessory and small cabinet specialist, expanded into ceramics with Buffet Dinner sets, plain and decorated, which caught the attention of all visitors going through Hall 30. Barbi is a steady supplier of gift and decorative accessory departments of, Neiman Marcus, Saks and other leading stores.

A hit of the MACEF show was the decorated, flower and vegetable shaped ceramic tableware by A.Z.-Ceramiche Bassano of Bassano del Grappa (Vicenza).

Colors tend to be bolder and darker, said Giovanni Cassinere of Industrie Plastiche Italiane. He noted dark blue being shown either in plastic camping items or in glazed metal kitchen and tableware.

He cited corn yellow, brown and deep green as most requested by European retailers while American store buyers seem to prefer clear metacrylate sets. IPI presented a new Martini mixer and cheese-servers with removable marble plate, at the request of U.S. buyers.

CASSINERA'S OPINIONS were echoed by Nuova Immi of Copiano (Pavis) and Narocchi of Suzzara (Mantova). Nuova Immi showed solid colored plates of glazed tin-plate in night blue, ruby red and other colors as well as pans and table sets with peasant-like floral prints on dark green and red ground. Marocchi's newest china steel pan showed an Inca theme on dark brown.

INTERNATIONAL SILVER has formed a new international division. This segment of the firm will develop and coordinate offshore operations.

THE SAN FRANCISCO Gift Show held Feb. 1-4 at five local locations drew 20,311 visitors.

Consultant Bohman Outlines Ways Retailers Can Save on Freight

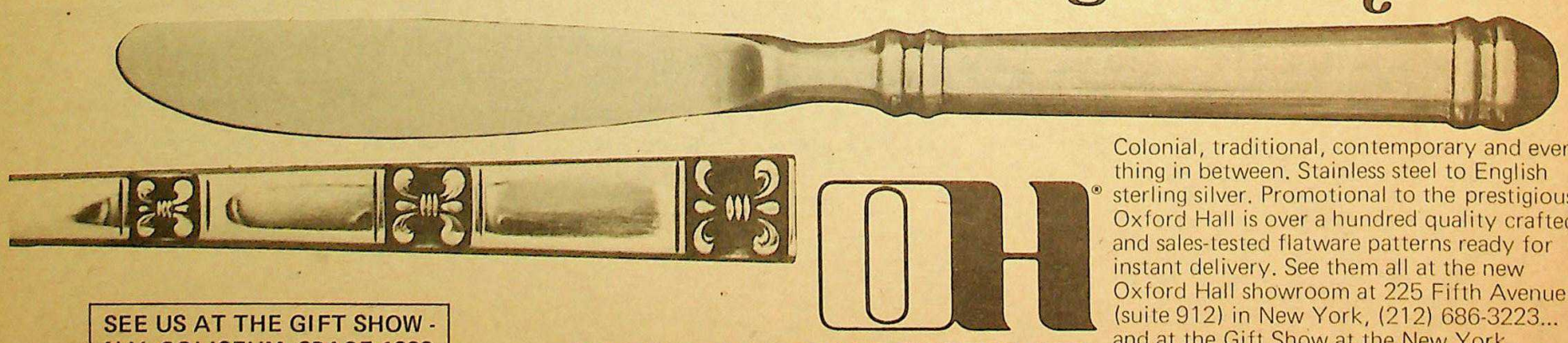
NEW YORK — A recent change of freight rates in the Eastern Central territory allows retailers who ship over 500 pounds at one time to save 13 per cent on freight bills.

This was one of the many possible ways retailers can now save on freight, according to Ray Bohman, president of Rohman Industrial Traffic Consultants, who spoke Monday before about 150 people at the Gift and Decorative Accessories Assn's panel discussion, "Why Fret About Freight."

Other techniques Bohman outlined for saving freight costs include:

- To avoid paying minimum shipment charges, increases the poundage of an order by adding items regularly kept on the shelves. This might mean retailers will have to go to vendors who have the most diversified lines.
- Look for alternate means of shipping. Possibilities include UPS, Parcel Post, and the parcel services run by bus companies such as Trailways and Greyhound. Amtrak also has an elaborate shipping system.
- Be sure to check the terms of sale. Don't make the mistake of paying freight charges for prepaid shipments.
- The law requires loss and damage claims to be filed within 30 days, and settled within 120 days. Stores can get inspection claims and fill out their own forms.
- If a store believes goods are damaged, they should open the carton at the time of delivery.

Oxford Hall... from Old Forge to Fanfare



Colonial, traditional, contemporary and everything in between. Stainless steel to English sterling silver. Promotional to the prestigious... Oxford Hall is over a hundred quality crafted and sales-tested flatware patterns ready for instant delivery. See them all at the new Oxford Hall showroom at 225 Fifth Avenue (suite 912) in New York, (212) 686-3223... and at the Gift Show at the New York Coliseum (space 1338).

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SEE US AT THE GIFT SHOW - N.Y. COLISEUM, SPACE 1338

Keep your cool—or your hot—food, that is, just so with carry-along PICNIC PACK. D7/9536

In its insulated tote bag, carry-along Picnic Pack helps keep foods hot or cold—lets you prepare complete meals in your well-equipped home kitchen and enjoy them at the picnic or aboard your boat hours later, still at proper serving temperature. Five bright aluminum pans nest into one compact unit with a wire bail to lock them together, and all slide neatly into the insulated, candy-striped tote bag. p.44

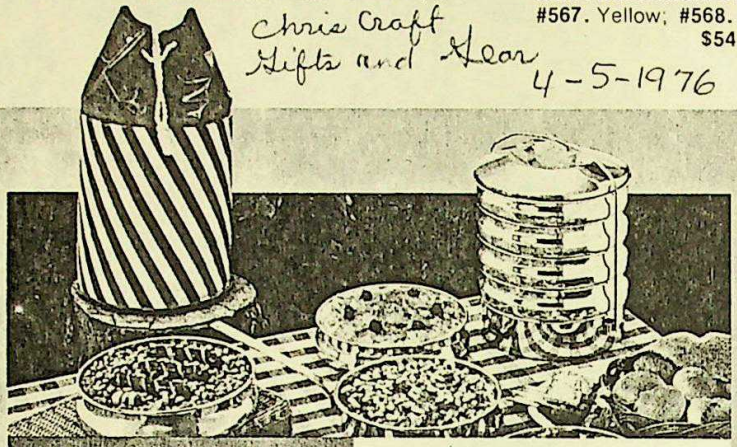
#3415. Picnic Pack $26.75 (6)

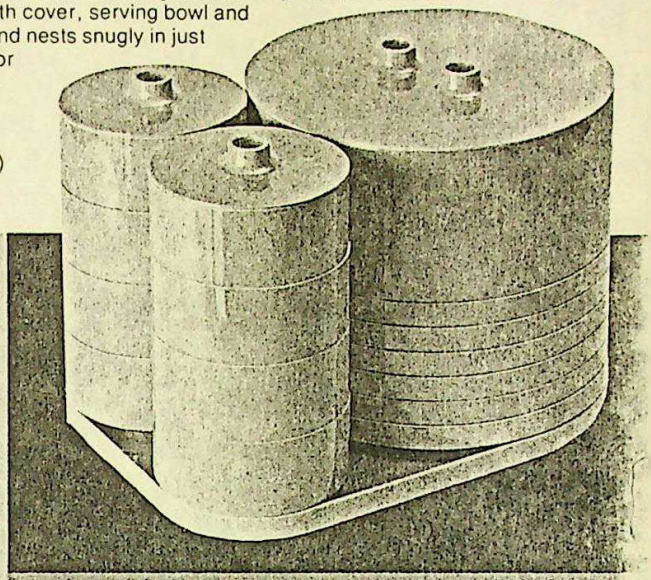
Chris Craft Gifts and Gear 4-5-1976

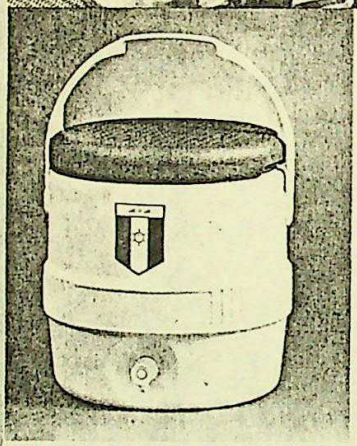
THIS AWARD WINNING MELAMINE DINNERWARE WAS NOT DESIGNED WITH BOAT USE IN MIND—BUT IT COULD HAVE BEEN.

A completely new concept in melamine design, this handsome, contemporary dinnerware has the durability, the compact stackability, and the versatility that boat use demands. Created by the noted Italian designer Massimo Vignelli, the set, called Max I, has been chosen for the permanent collection of New York's Museum of Modern Art, has won the Compasso d'oro in Italy, and has been included in the design exhibits sponsored by the Smithsonian Institute. 25-piece set, consisting of 6 dinner plates, 6 salad plates, 6 soup bowls, 2 fruit bowls, each with cover, serving bowl and cover, tray/platter, stacks and nests snugly in just 9¾" x 9¾" x 14" high. Color choice, yellow or white.

Max I Dinnerware Set:
#567. Yellow; **#568.** White
$54.95 (12)





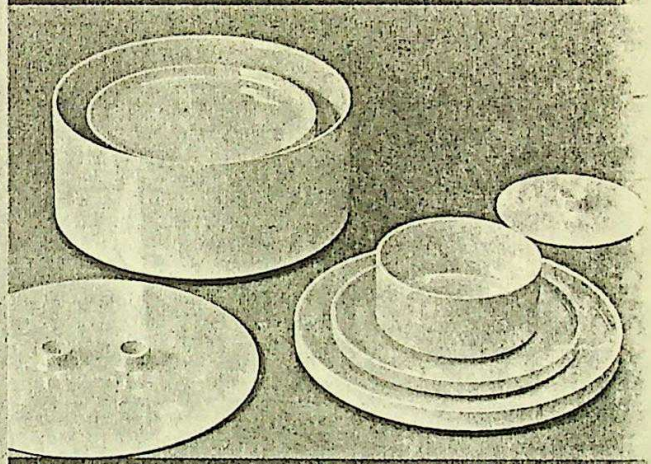


APRIL 5, 1976

The 'COOL SEAT' a double-duty beauty—keeps ice unmelted, drinks cool for days, and it's a dandy extra seat aboard.

Drinks on tap, and a seat on top—the 'Cool Seat' not only earns its way, it's never *in* the way. It holds a full three gallons of iced lemonade, water, or what-have-you, and will keep the contents refrigerator cold for 48 hours and more. (If you're not in the mood for lemonade, it will hold more ice cubes than you can shake a swizzle at.) Strong, too—seat-top lid will easily support a 300-pounder. Nylon dispenser spigot is recessed, can't drip, leak or snap off.

#249. Cool Seat $19.95 (6)



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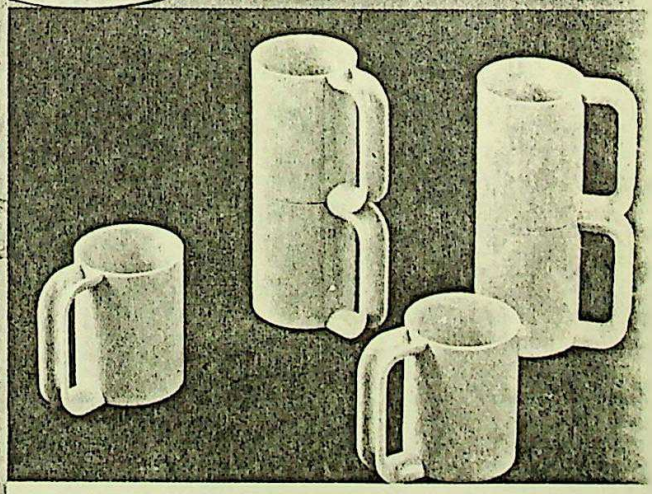
AIR PUMP ACTION FILLS YOUR CUP OR GLASS FROM THIS INGENIOUS VACUUM JUG.

Everest AirPot will carry an ample liquid cargo—over a half-gallon—and keep it piping hot or frosty cold for many hours. Since, once filled, it need not be opened to pour, the temperature of the contents is maintained far longer than in other type containers. Much handier, too, with no need to lift, no chance to spill—the patented mechanism uses air pressure to release controlled quantities of the beverage. Exterior is rugged metal, in choice of attractive walnut or floral design; easy-tote handle, lid, stopper and revolving "lazy susan" bottom are tough plastic.

Everest AirPot
#3491. Floral; **#3492.** Walnut **$35.00** (5)



MAXMUGS.

Designed by Massimo Vignelli to complement the Max I dinnerware set. Maxmug is a multi-purpose stacking mug with a 14½ ounce capacity for hot and cold drinks and soups. A large handle is easy to grip and hold and keeps fingers comfortably away from hot liquids. Machine washable. In yellow or white, set of 6.

Maxmugs: #3663. Yellow; **#3664.** White
set of 6, **$10.00** (5)

EC'D. 7-21-1976

#SM-373

STOCK COLORS

STANDARD COLORS

#1 BROWN

#2 GREEN

STANDARD COLORS

#3 GREEN LUSTRE

#4 GRAY

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#5 IVORY

#6 BLACK

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#7 WHITE

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#32 WALNUT

#33 LENOX BROWN

#35 WEATHERED OAK

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Another copy in D7/537

D7/536

mugs, flagons, tankards, & cups

D7-536

#342 CHOCOLATE TUMBLER
unhandled ..... 7 oz.
#343 CHOCOLATE TUMBLER
handled ..... 7 oz.

#592 FLAGON .....14 oz.

#1270 TURKISH COFFEE CUP .... 5 oz.

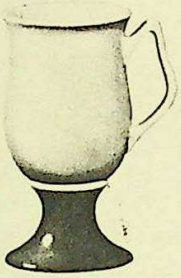
#1272 IRISH COFFEE MUG ..... 7 oz.
#1273 .....10 oz.
For cost of crest, badge, or logo contact your Hall representative

#1314 CYLINDRICAL MUG .....8 oz.

#1315 CYLINDRICAL MUG ..... 7 oz.

#1316 COFFEE MUG ..... 8 oz.

#1318 MUG .....10 oz.



#1473 MUG .....10 oz.

#1310 CONIC MUG..... 9 oz.
#1311 .....10 oz.

#1864 COFFEE MUG
footed .....5½ oz.
#1866 COFFEE MUG
footed—2 weep holes....7½ oz.

#1865 COFFEE MUG
footed ..... 7 oz.

#1870 COFFEE MUG ..... 7 oz.

#1872 MUG—footed .....8 oz.
#1873 .....10 oz.

#2273 COFFEE MUG
footed ..... 8 oz.

#2274 MUG—footed ..... 8 oz.

#2442 COFFEE MUG ..... 7 oz.
#2444 .....11 oz.

#1785 CHINESE TEACUP ..... 4 oz.

"HALL SERVICE CHINA"

CATALOG # SM-373

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Received 7-21-1976

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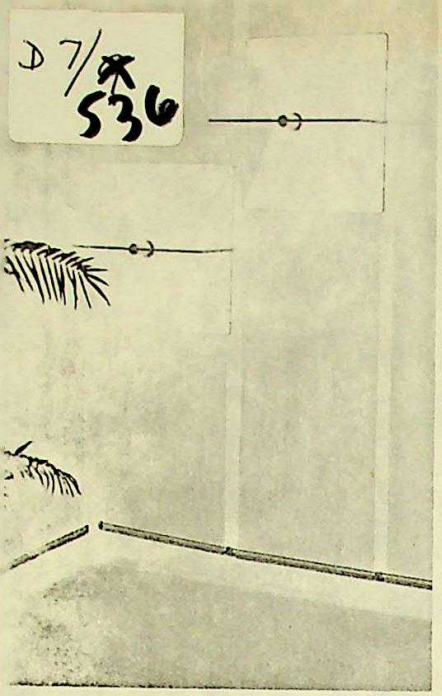
tributed by Castelli Furniture.



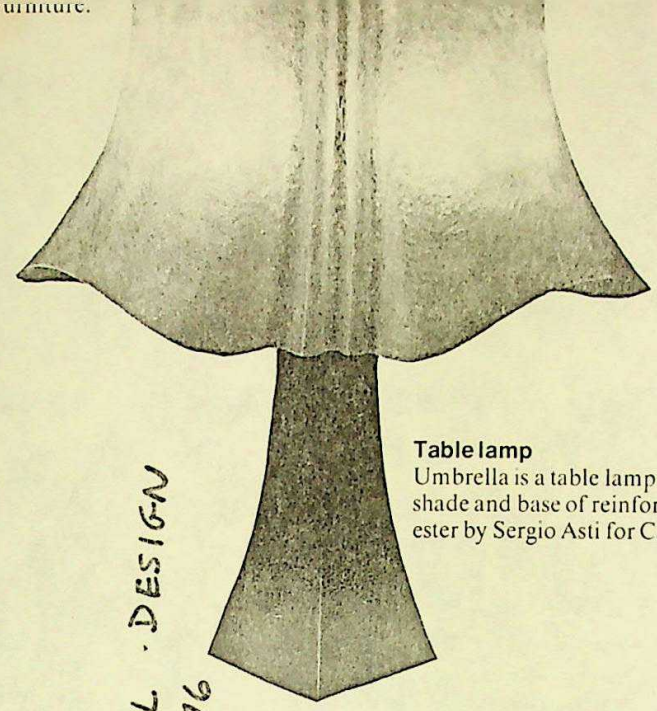


Table lamp
Umbrella is a table lamp with shade and base of reinforced polyester by Sergio Asti for Candle.

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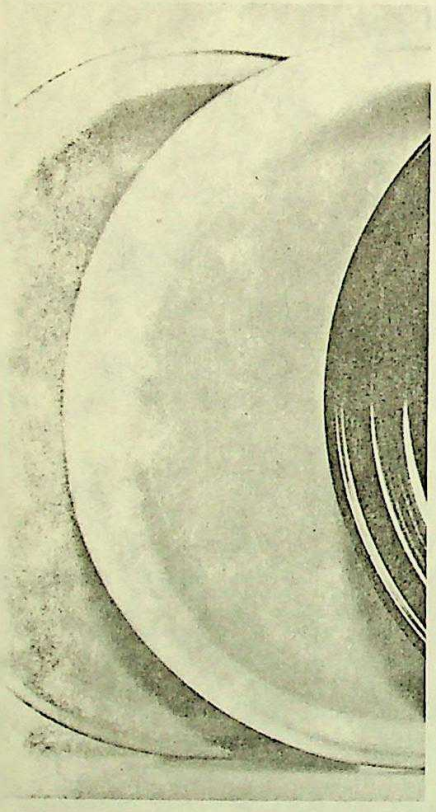
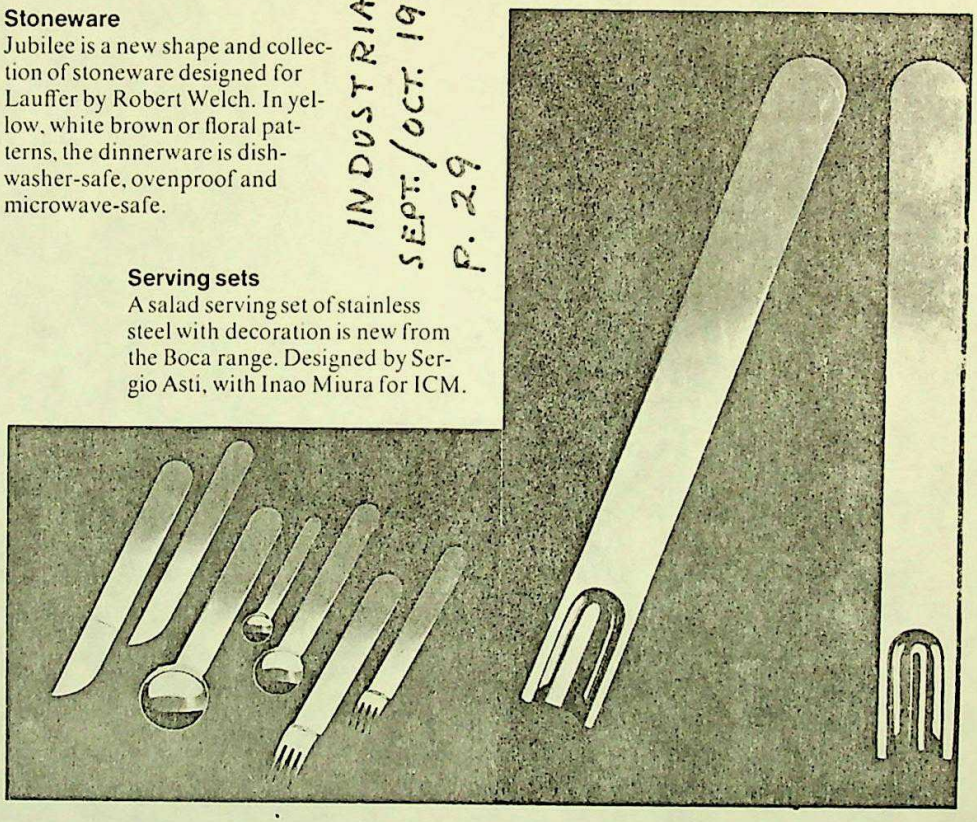
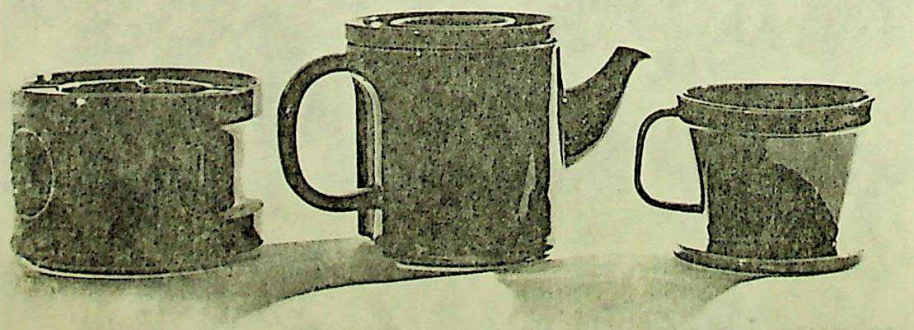


Stoneware
Jubilee is a new shape and collection of stoneware designed for Lauffer by Robert Welch. In yellow, white brown or floral patterns, the dinnerware is dishwasher-safe, ovenproof and microwave-safe.

Serving sets
A salad serving set of stainless steel with decoration is new from the Boca range. Designed by Sergio Asti, with Inao Miura for ICM.





Ceramic tableware
Coffee Time is ceramic tableware designed by Minol Araki for PIPa. In white, yellow, blue or brown, the set of pot, creamer, sugar, cup and saucer, warmer and coffee dripper are designed to keep fingers away from the hot surface of the pieces.

D7/536

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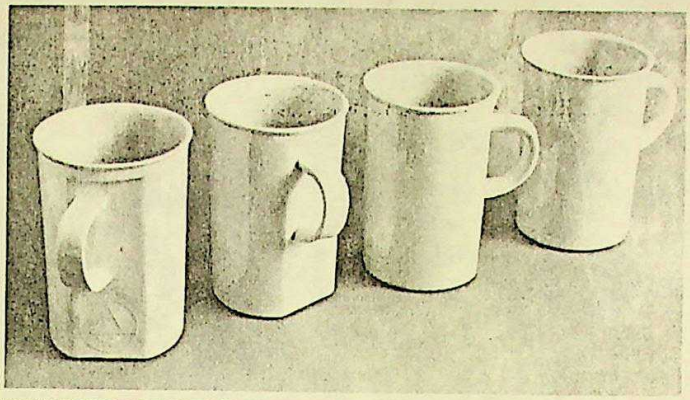
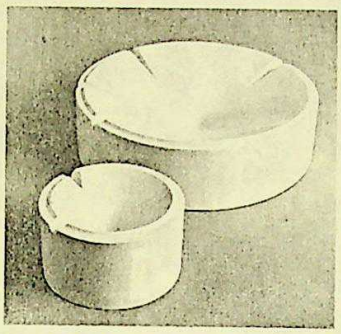
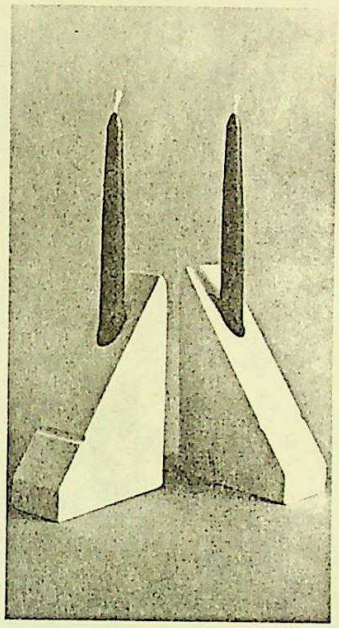






ROBIN LEVIEN/RCA
'A ware,' a range of domestic items including plant pots, ashtrays, book ends, vases and mugs, with 'quasi-decorative functions.' Made of clear glazed earthenware, the seam lines become part of the design, together with details like the off-centre mug handles and incisions in the edge of the ashtrays.

CERAMICS

Royal College of Art; Central School of Art and Design

IRENE SIMS/RCA
A teapot which was slip-cast in seven pieces, assembled, soft-fired and then carved. All her work has a theme of landscape.

D7-536
D7-X

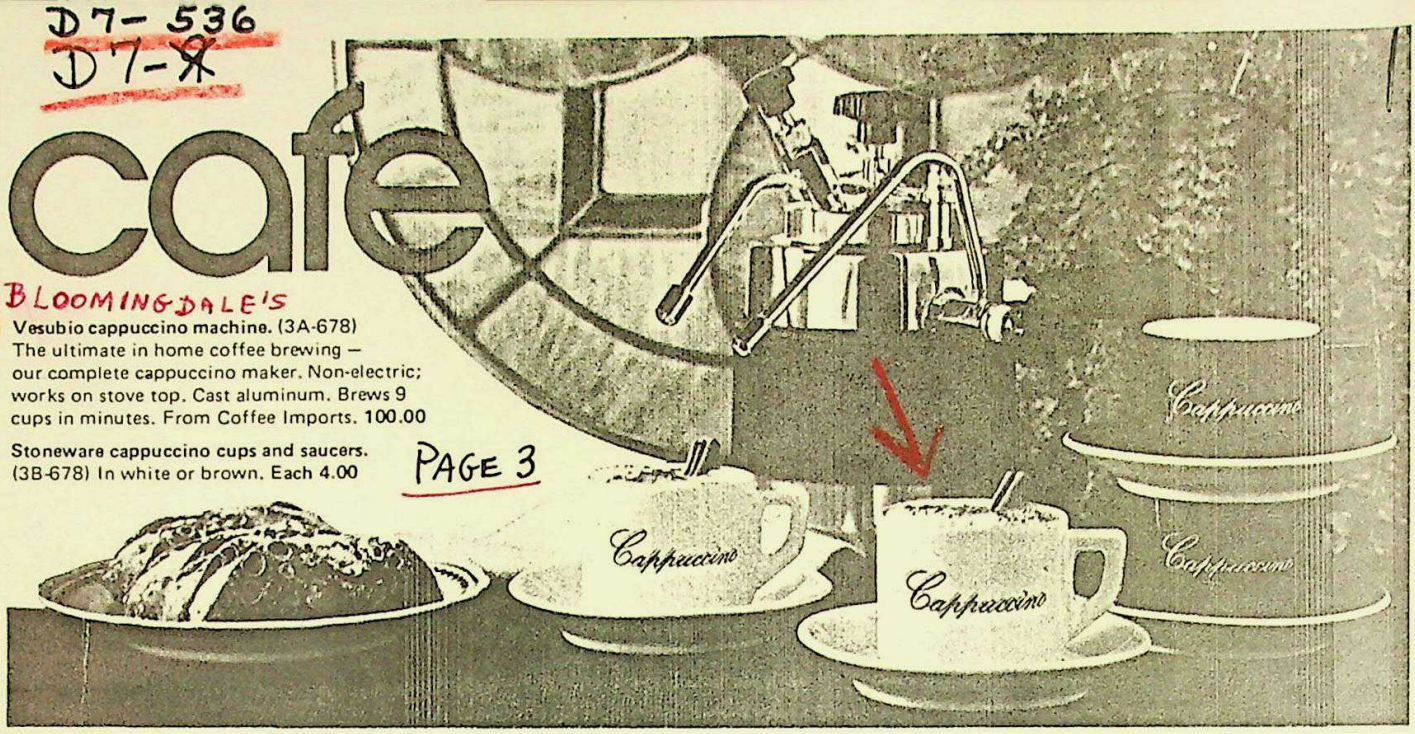
cafe

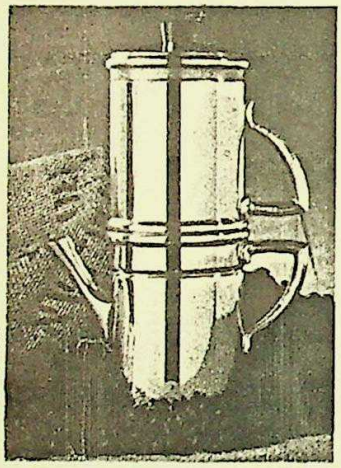
BLOOMINGDALE'S

Vesubio cappuccino machine. (3A-678) The ultimate in home coffee brewing — our complete cappuccino maker. Non-electric; works on stove top. Cast aluminum. Brews 9 cups in minutes. From Coffee Imports. 100.00

Stoneware cappuccino cups and saucers. (3B-678) In white or brown. Each 4.00

PAGE 3

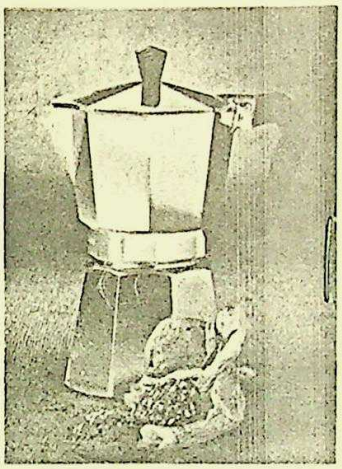




Neopolitan drip coffee maker. (3C-678) Makes delicious authentic Italian espresso in minutes by drip method. 3 cup, 5.00. 6 cup, 6.50. 8 cup, 7.00. 12 cup, 10.00

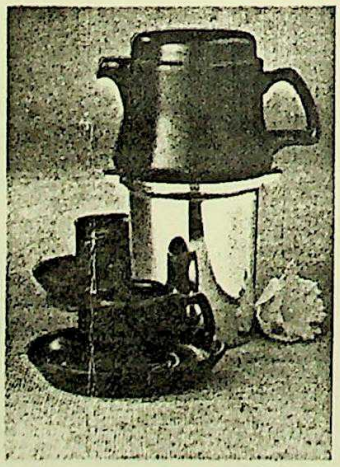
2-cup mini espresso. (3D-678) Coffee drips right into cups by pressure method on stove top. Includes 2 porcelain demitasse cups and saucers. 10.00

Vesuviana espresso. (3E-678) Stove-top pressure method. Cast aluminum. Removable serving pot can be kept warm on heat. From Italy by Coffee Imports. 6 cup, 32.50. 12 cup, 45.00.

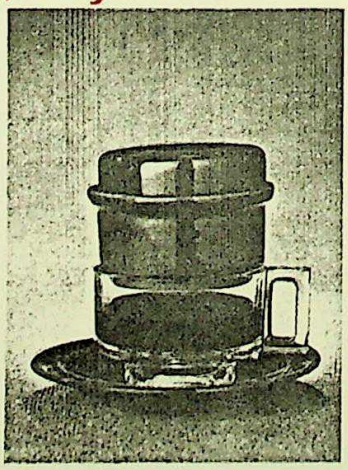


Bialetti espresso coffeepot. (3F-678) Makes espresso in minutes by pressure method. Cast aluminum. Stove-top use. From Italy via Coffee Imports. 3 cup, 12.00. 6 cup, 14.00. 9 cup, 21.00.

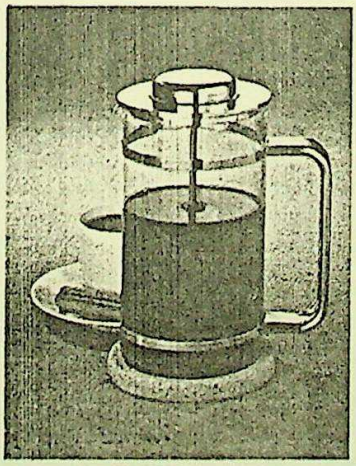
APRIL 11, 1977



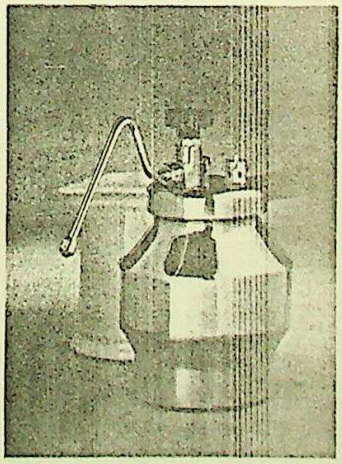
Valentina coffee maker. (3G-678) Removable stoneware pot for 3-6 cups of espresso in style. Stove-top use. 32.50
(3H-678) Matching cups and saucers, each 5.50



1-cup drip coffee maker. (3J-678) Great for the office — or singles. Coffee drips right into cup. Uses paper filter for consistent good taste. From Italy. 5.00
(3K-678) Box of 30 filters, 1.25



Bistro coffee maker. (3L-678) Brews 2-8 cups the traditional French way. Permanent reusable filter; cork trivet for serving at the table. Gold-tone or chrome. 25.00

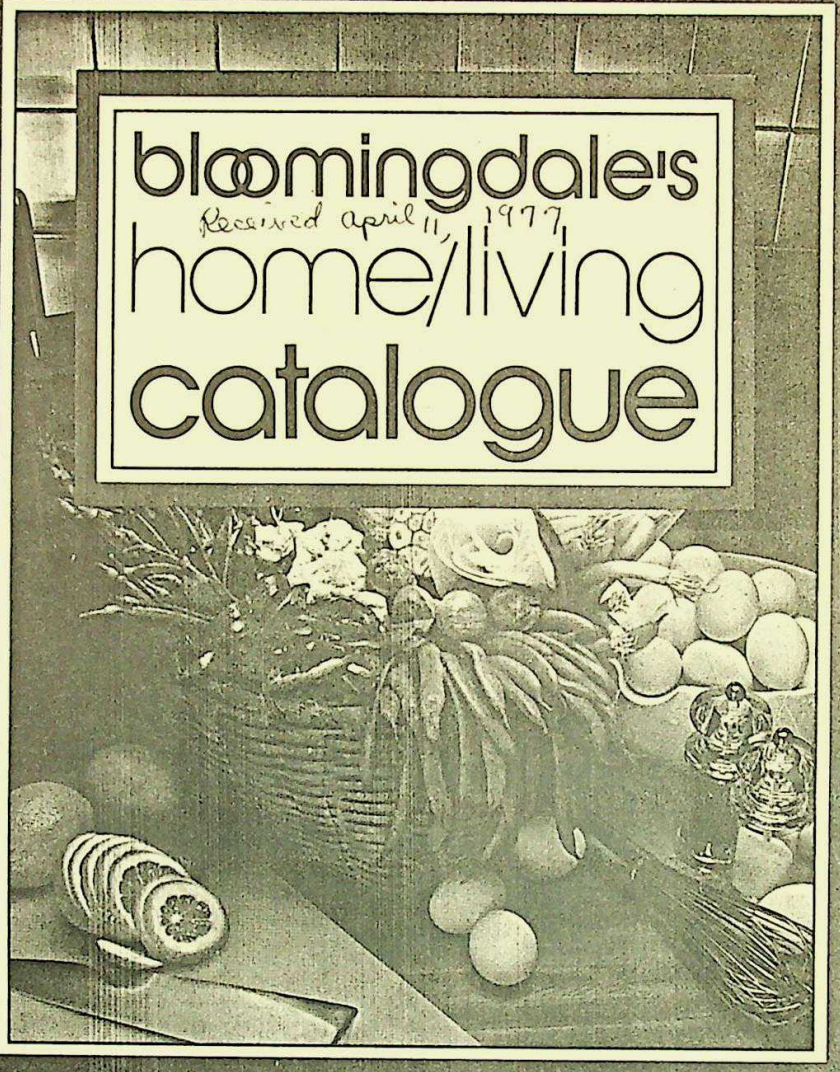


Cappuccin-ola! (3M-678) Makes steam for frothing milk. Use with any espresso pot. Cast aluminum from Italy. Non-electric; works on stove top. 35.00

D7-X (SEE OTHER SIDE) D7-536

bloomingdale's home/living catalogue

Received april 11, 1977



cook's kitchen • housewares • china • glass
silver • draperies • gifts • sheets • towels • bedspreads
comforters • table linens • lamps • closet shop
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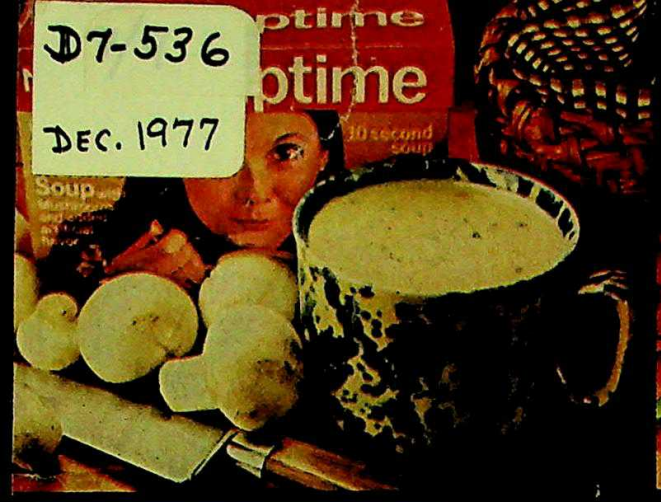
PAGE— FRONT COVER

D7-536
DEC. 1977



Introduce your family to the 10-second soups with home-style stock.

DEC. 1977 p. 195

The secret of great tasting homemade soup? Good stock. GOOD HOUSEKEEPING

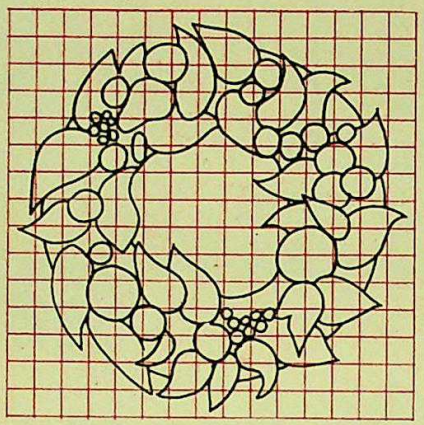
The secret of great tasting Nestlé Souptime? Our unique home-style stock that brings out all the natural flavors of the meat and vegetable ingredients.

Nestlé Souptime® instant soups.

Look for our faces on the shelf.

48. Della Robbia. Make **dough** as for Granny (#17). Shape a flat 3"-diameter wreath with 1" hole at center. Shape and attach fruits and leaves, moistening with water to attach. Complete as for Granny.

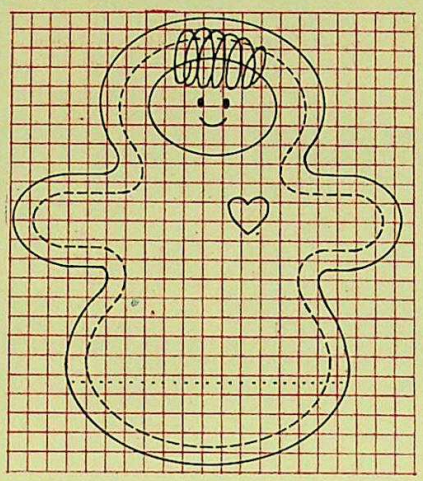
DELLA ROBBIA
1 square = ¼"



50. "Ojo de Dios." Glue **two crossed Popsicle sticks** at center. Holding **pink yarn** securely behind crossbar, begin winding over and around each stick arm in turn. Continue wrapping until arms are covered to ½" from end. Tuck under end with **tapestry needle.** To make 2 orange and 2 green tassels, wrap **yarn around** 1½" square of **cardboard** 15 times. Tie 2" length of matching yarn around tassel ½" below center. Tie and glue to ends of Popsicle sticks.

51. Pastels. Cut 8 circles 3" in diameter each from **light orange, rose, light pink and lavender fabric.** Turn under ¼" around each circle; with **thread** double in needle, make a row of running stitches ⅛" from fold. Draw up gathers to form rosettes; secure stitches. From **green fabric** cut 22 circles 3" in diameter. Sew around circles as for rosettes. Draw up gathers to form leaf shape; secure stitches. Arrange and pin, then glue rosettes and leaves on **3" Styrofoam ball.** Attach double bow of **lavender ribbon.**

GINGHAM BABY
1 square = ¼"

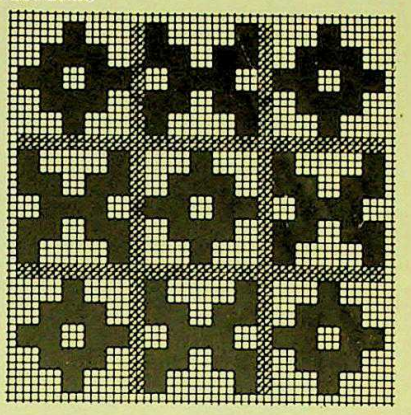


52. Gingham Baby. Cut two **gingham** body pieces and **white** face. Embroider features on face and sew heart onto one body piece. Sew on face. Continue as for Pretty Kitty (#10). Thread yarn needle with **gold knitting worsted.** Sew loops at top of head for hair.

53. Treat. Fold 8" square of **paper** in half diagonally. Cut **thin cardboard** to this size. Glue **light-brown felt** to cardboard. Roll into cone and glue lapped edges. Insert **3"-diameter Styrofoam ball.** Cover with 7" circle of ¼"-check **pink gingham.** Gather gingham around top of cone and sew to cone all around. Wind cone with **narrow gold braid.**

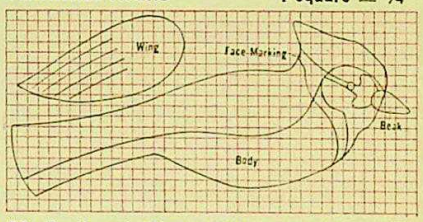
55. Calico Tree. Cut one 4½" square each from **red, blue and yellow calico.** Make a loop of **narrow red ribbon.** Pin ends of ribbon to a corner on right side of yellow fabric. Right sides in, fold square in half on bias with loop inside at top of triangle. Stitch ¼" from raw edges, leaving opening for turning. Turn; slip-stitch opening. Omitting loop, repeat with blue and red squares. Overlap triangles with yellow at top; slip-stitch together along edges. From **brown fabric,** cut 2 pieces for tree trunk ½" at bottom by 2" high. Stitch together along edges, leaving opening for turning. Turn; slip-stitch opening. Sew to bottom of red triangle.

GEOMETRIC



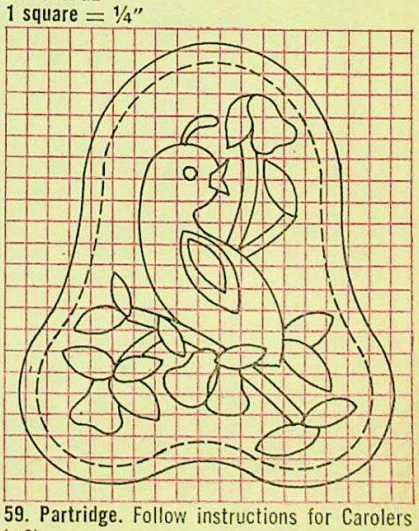
54. Geometric. Follow General Instructions for Needlepoint. MATERIALS: 6" by 6" piece 12-mesh interlock canvas; 3-ply 30" strands Paternayan Persian yarn—10 strands each #321 blue, #240 red and #015 off-white. TO MAKE: Mark canvas 1" down and 1" in from upper right corner. Work with 2 strands of yarn.

FEATHERED FRIEND **1 square = ¼"**



57. Feathered Friend. Follow instructions for Calico Cardinal (#38) to make patterns for body sections and wing. Cut 4 wings of **blue calico,** 2 upper-body sections of blue calico and 2 lower of **white calico.** Cut 2 face markings and 2 beaks of **black felt.** Stitch upper and lower body sections together. Complete as for Calico Cardinal.

PARTRIDGE
1 square = ¼"



59. Partridge. Follow instructions for Carolers (#9).

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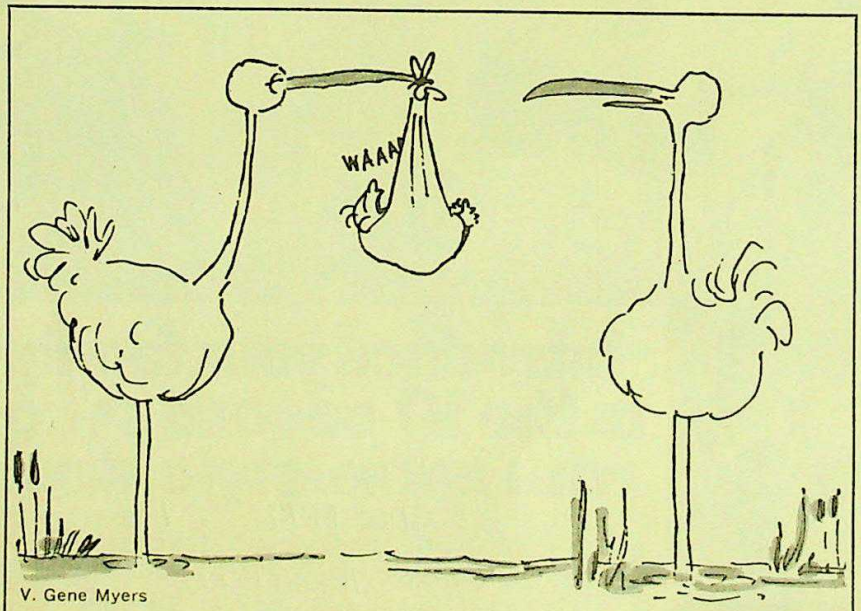
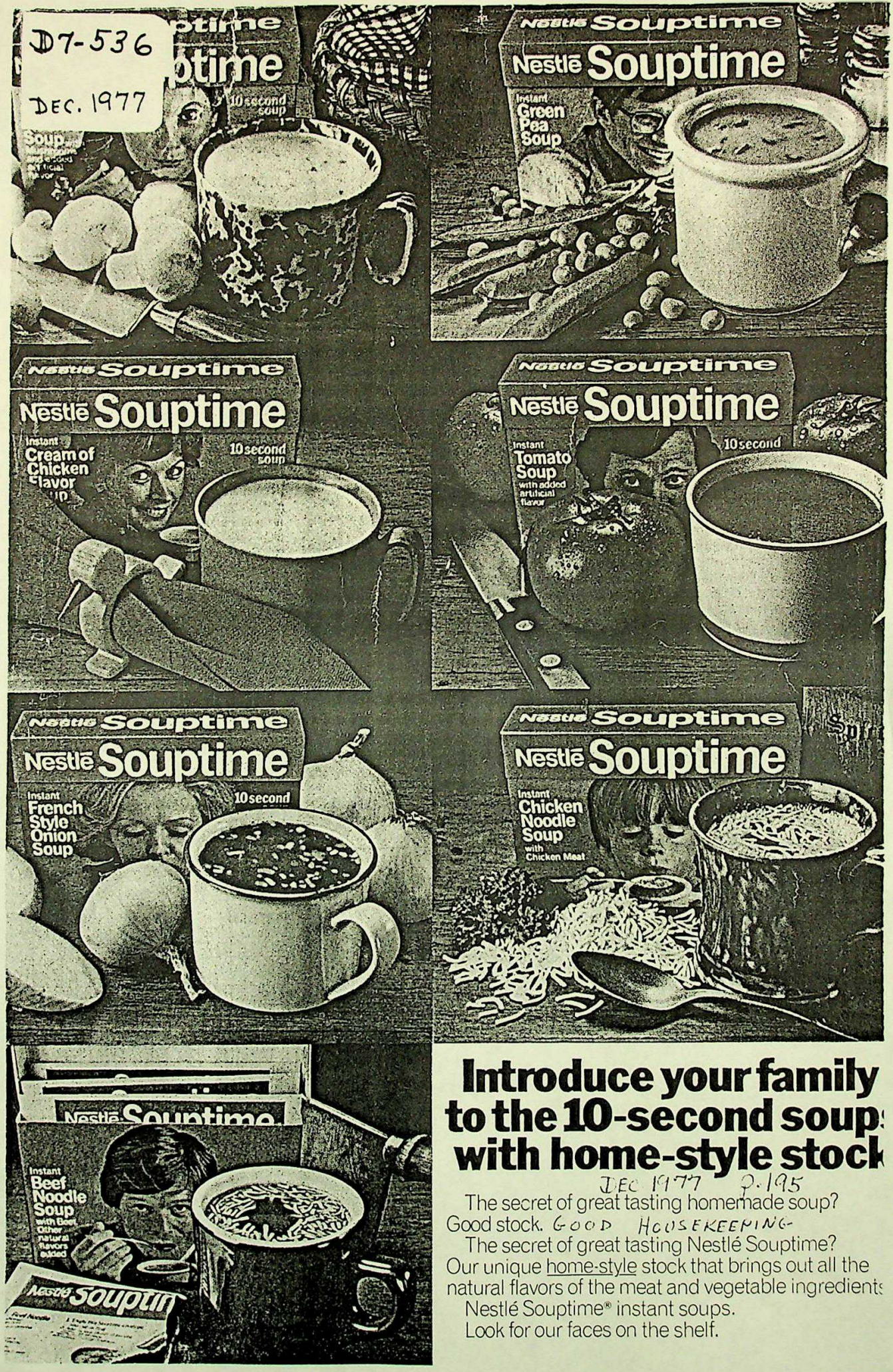


V. Gene Myers

"I wish you wouldn't bring your work home with you."

D7-536

DEC. 1977



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DEC 1977 p. 195

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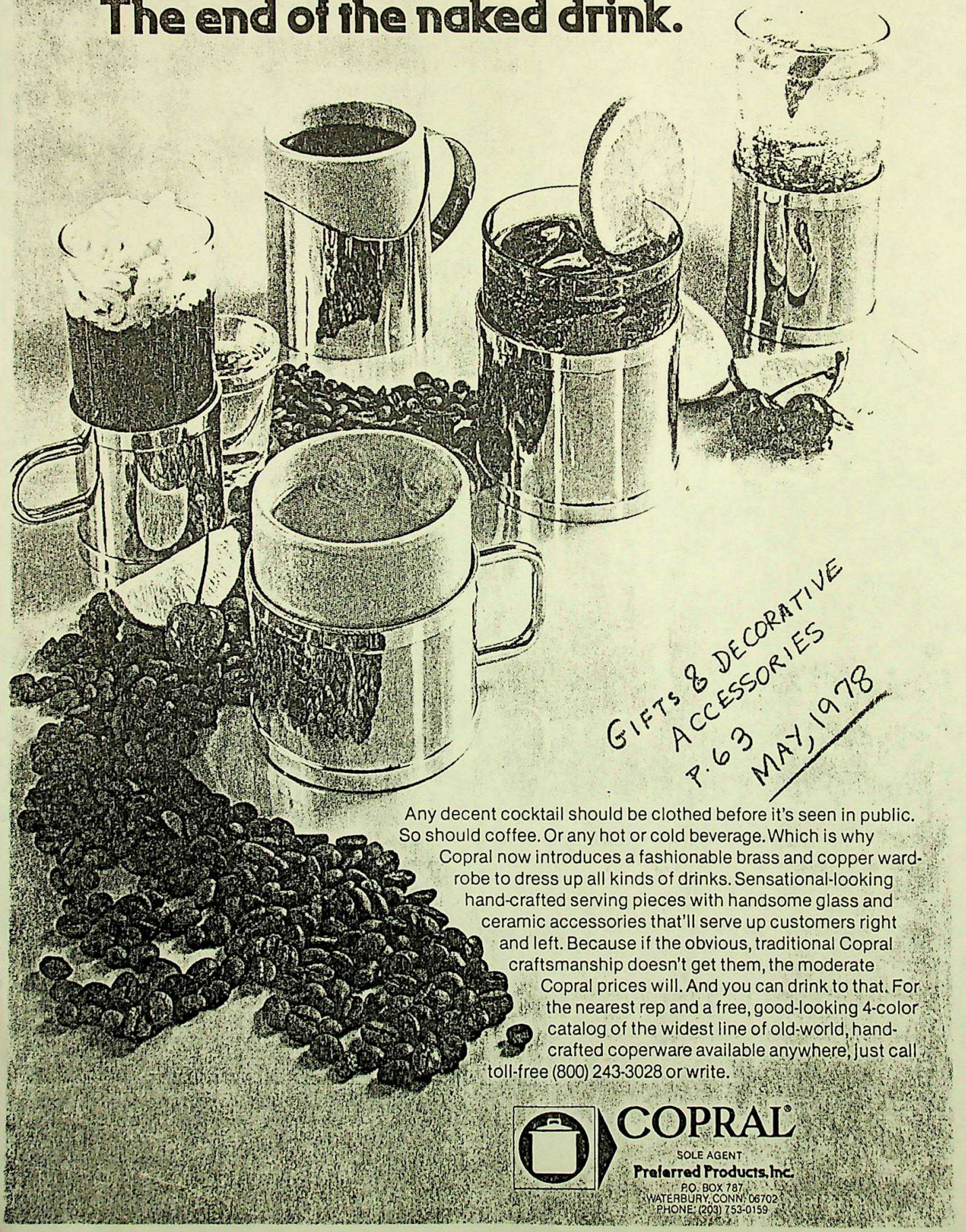
The end of the naked drink.



GIFTS & DECORATIVE ACCESSORIES
P. 63
MAY, 1978

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PAGE 1

GIFTS + TABLEWARE

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By Del Coates

D7-~~X~~536

SEPT./OCT. 1979 p. 32

INDUSTRIAL DESIGN

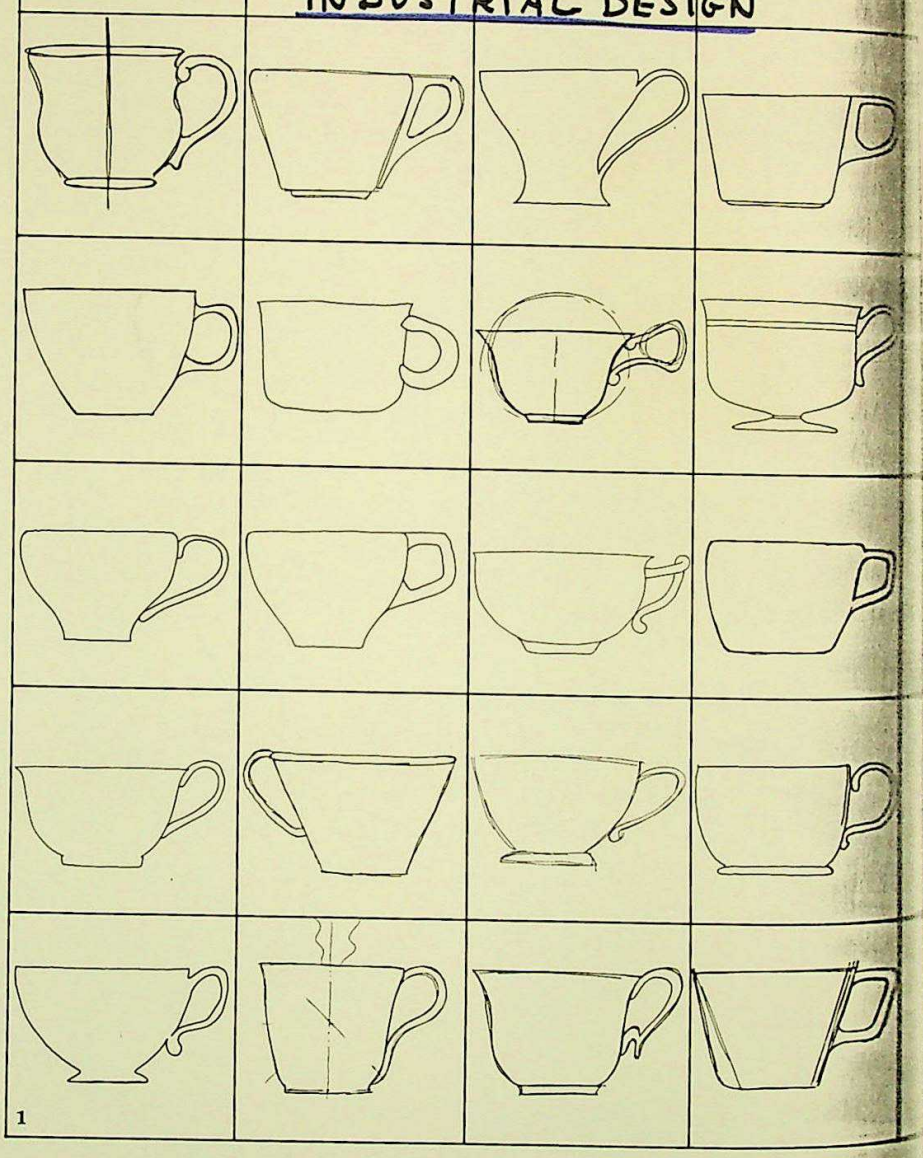
Understanding aesthetics: from old shoes to a teacup

Principles of concinnity yield testable methods for predicting a product design's attractiveness. Using them could ease a variety of tasks, from client communication to computer-aided design.

Designers long have been perplexed by the lack of a reliable body of aesthetic principles comparable to those associated with the functional side of design. In short, we have been confined mostly to intuitive methods, unable to predict with certainty whether an object would be attractive.

But I suggest that we can all come to understand *why* we, our clients, and the buyers of their products intuit or feel what we do about attractiveness—the visual pleasures of a teacup or the tactile comfort of old shoes, for instance. That theory lies in what I call the "principles of concinnity," and if it is correct, it leads logically into an empirically testable methodology for solving many of the aesthetic problems of design. The methodology provides us several practical benefits, too.

- The design task is easier and more efficient because aesthetic objectives can be defined more precisely and achieved quicker, with less groping along the way.
- Communication with clients is more reliable and effective because issues can be defined in words and numbers that are trusted more than intuitive opinion.
- Standard psychometric data already employed in market research can be applied directly in the design process, as can the findings of virtually any psychological school.
- Means whereby advertising and point-of-purchase displays can broaden buyer acceptance of a design are more obvious.
- Aesthetic parameters can be quantified and therefore included in computer-aided design strategies.



1

Brains in the feet

The teacup illustrations throughout this article and the explanatory text (next page) let you see how the process works. But to get a handle on the fundamentals of the theory, including the essence of aesthetics itself, think about your favorite pair of old shoes.

Soft, supple, a little worn down at the heels. Those shoes got well broken in without you really noticing it. They are thoroughly comfortable for you now. You expect them to be like that every morning when you put them on. They are normal to you, predictable.

In other words, they conform to your "stereotype" about shoes, a mental image representing all shoes. You've built up that image all your life, but it, like all stereotypes, is influenced primarily by what you've experienced most often and most recently: your old shoes.

Now remember what those shoes felt like when they were brand new. Their high arches strained your own. The squared-off heels made your ankles wobble. The stiff leather nipped and chafed at your instep. Maybe you got a corn. You wished you hadn't trashed your previous old shoes just because they had started letting the rain in.

What you were going through when you compared the novelty of your new

By Del Coates

D7-~~8~~536

SEPT./OCT. 1979 p. 32

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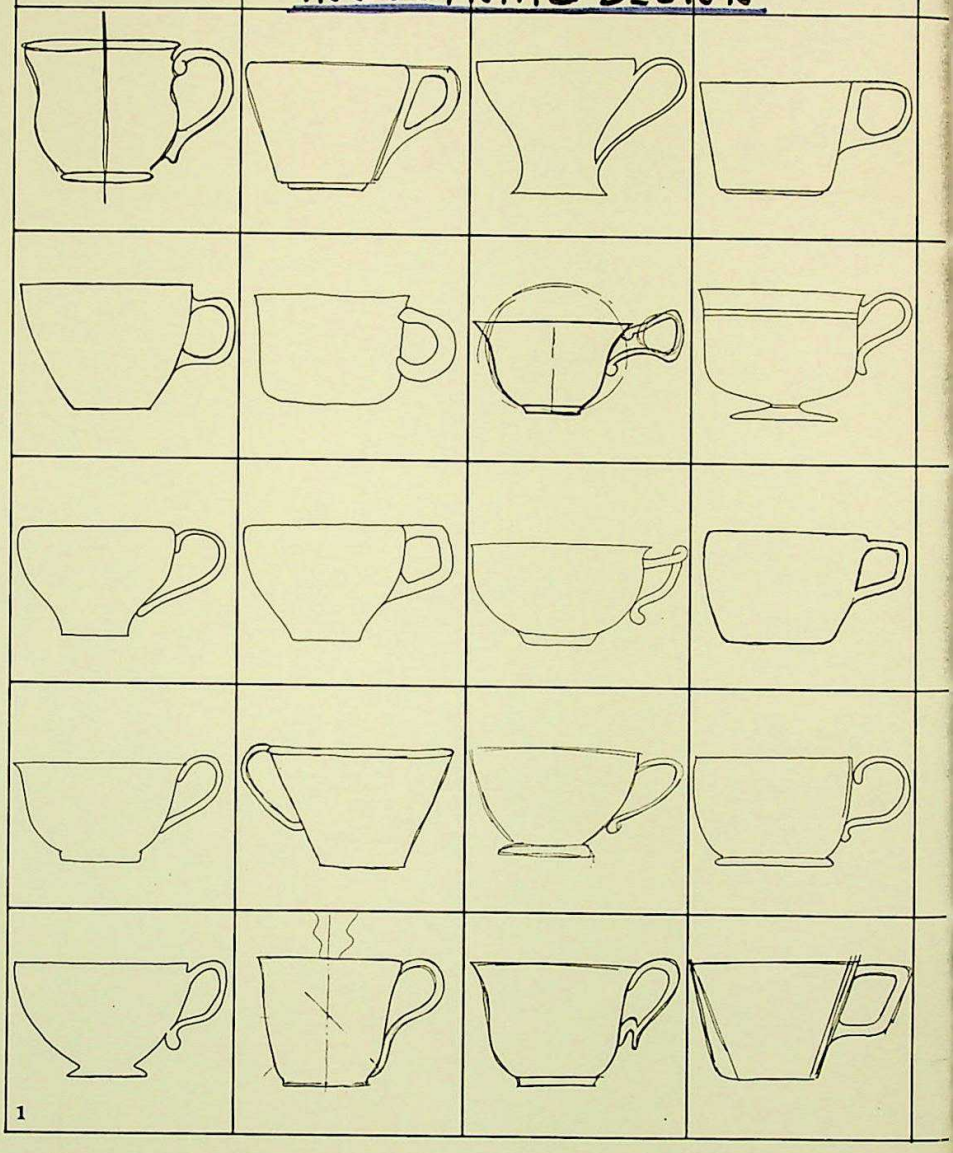

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TABLEWARE INTERNATIONAL APRIL, 1980 p.23

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Selenium glazed mugs on the from Staffordshire Potteries. er original idea, the

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TABLEWARE INTERNATIONAL APRIL, 1980 p.23

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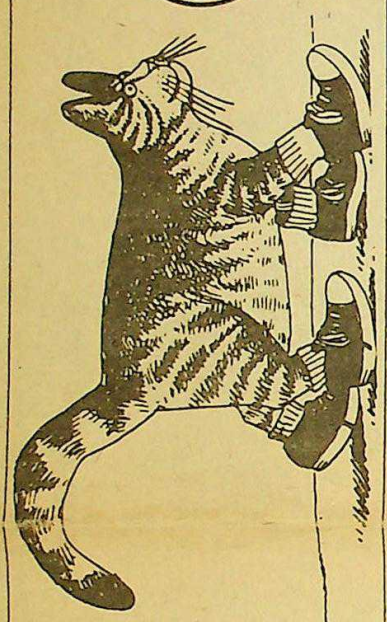
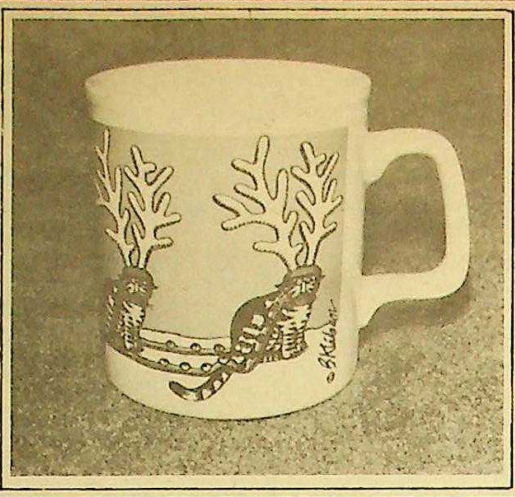
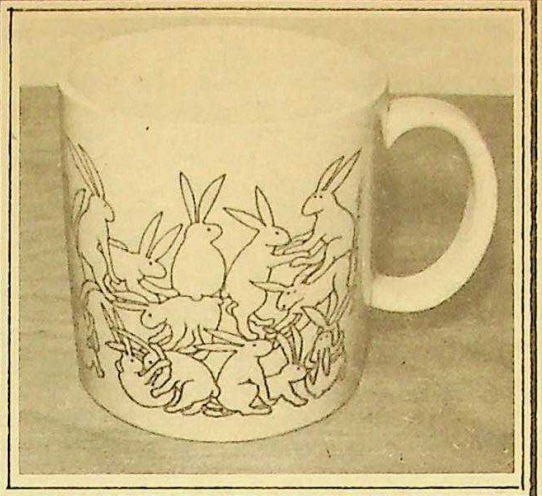
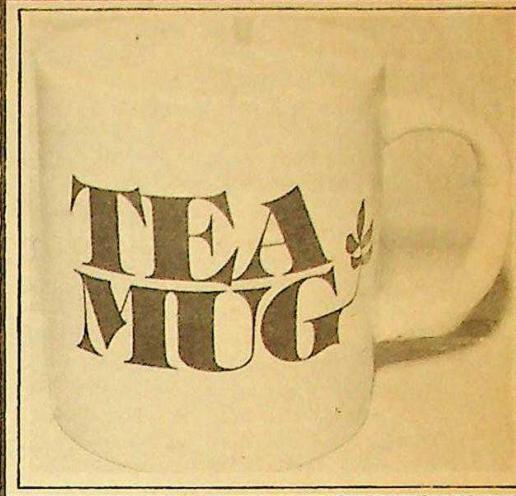
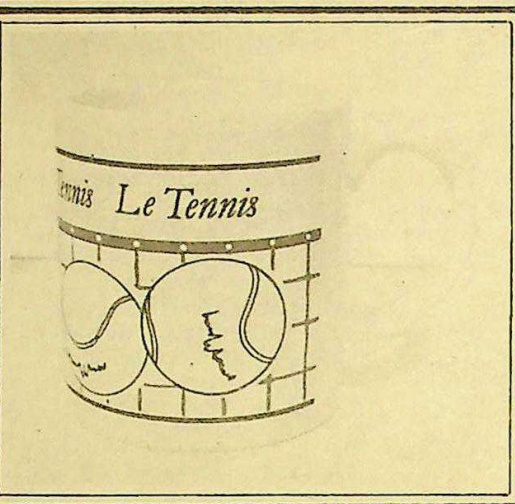
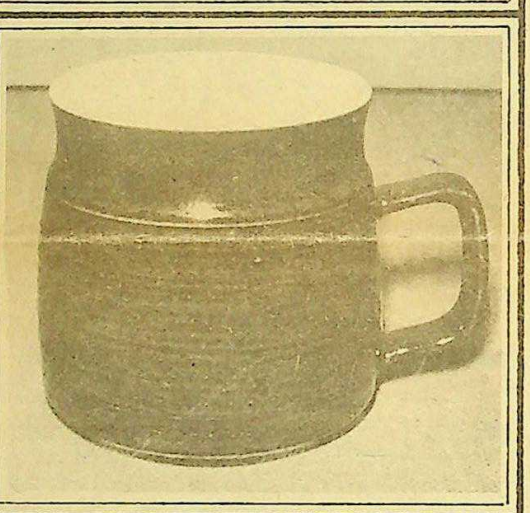


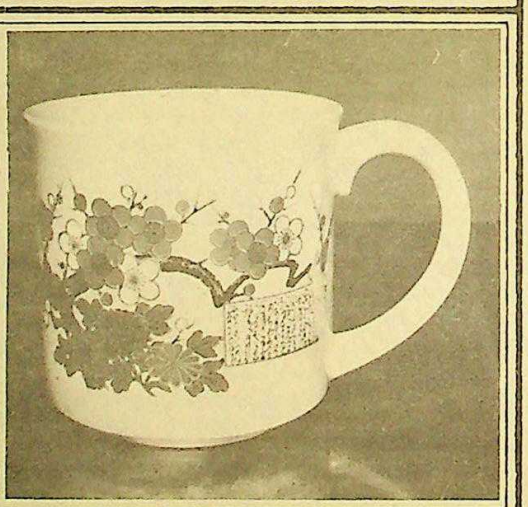












Mug Shots

Novelty or Fashion, A Strong Category Gets Even Stronger

By MURIEL ADAMS

One supplier calls it "the T-shirt of the hard goods industry." We know how popular T-shirts are.

The mug has emerged as *the* housewares item that best expresses who the owner is — name or vocation, whether a cat or rabbit lover, a tennis player or jogger, a lover or hater of J.R. or savvy to current fashions.

Ths appearance of the novelty mug as well as the fashion mug has given a boost to a category which was already strong in the housewares area. It is stronger than ever, manufacturers and retailers report. More firms are entering the market, those already in it are expanding lines and foreign manufacturers are changing size and design to suit Americans. On the retail front, department stores are devoting more space to mugs and are looking to newer sources to replenish stocks quickly instead of direct importing.

After years of the mug market being dominated by the ubiquitous earth-tone Japanese stoneware pieces, mugs are being supplied by new sources and have new looks. They bear slogans, greetings, names, sports gear, animals, cartoon characters, high style colors or contemporary grids.

MUGS HAVE become popular because there is such a variety on the market, and they have many uses, and mugs are becoming more popular as gifts.

Their personal nature as well as the price, under $5, make them ideal gifts.

The mug is attractive to retailers also because they usually get a full markup.

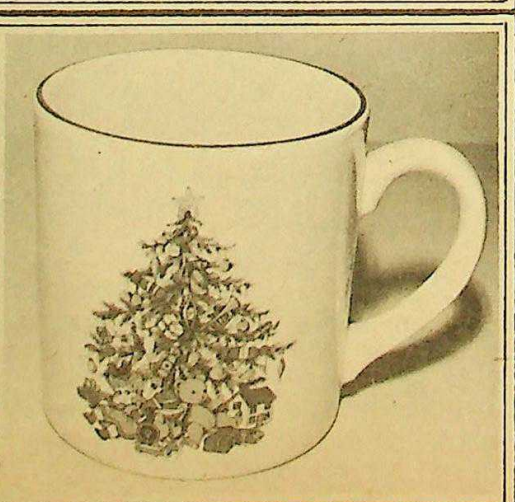
New mugs for Christmas, Valentine's Day, Mother's Day and other holidays will capitalize on the mug's popularity. There will be more holiday mugs on the market this year than ever. Taking this further, the Graff Group, which likens the mug to the T-shirt, has mugs even to celebrate such events as divorces. What's more, accompanied by mailing boxes, the mug can become a greeting card, Graff executives say.

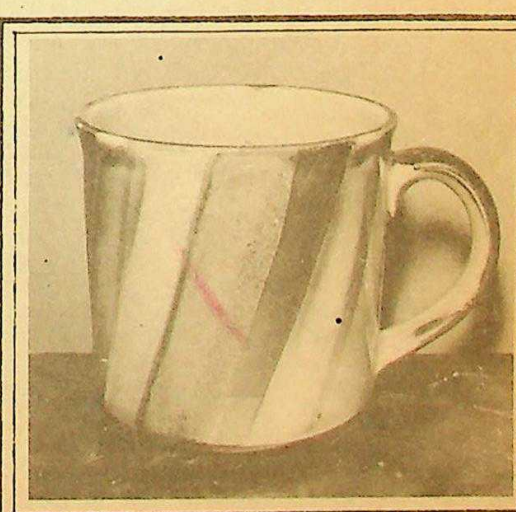
Novelty and fashion mugs are appearing in department stores, where mugs first appeared about 20 years ago. Average price is about $3; new four-color mugs for Christmas sometimes cost as much as $5.

Retailers are paying more attention to display. While many use pyramids, the trend is toward putting the mugs on hooks on walls for massive displays showing off the variety of mugs. Otagiri and General Housewares are two suppliers on a grand scale of the basic mug. Secondary suppliers are such sources as Grindley, Staffordshire Potteries, Taylor & Ng, The Graff Group, and Waechtersbach. Some companies manufacture their own mugs and market them; others obtain blanks from firms like Scio Pottery and design the graphic for the mug; still others select finished products from a variety of manufacturers in Japan.

THE MULTI-FUNCTION and the new fashion look of mugs have contributed to the category's success and will keep it hot, believes Bob Gwinn, director of product development for Taylor & Ng. "Mugs are used for soup, coffee, hot chocolate, tea and are used constantly," he said. "They are getting more sophisticated as a result of the whole fashion housewares thing. There will be new statements, new feelings and more innovative promotional things to do."

Sherri Wagman, sales manager of Grindley of Stoke, which began marketing its mugs here two years ago, noted that "America is a coffee drinking country, not like England where people sit down to





SEPT. 29, 1980

D7/4 536

Pasta Maker Sales Off to Strong Start

By CHUCK BRALEY

Department stores that have begun carrying electric pasta makers in recent weeks report strong initial sales in this high-ticket item.

These retailers say that, in response to promotion, the consumer is going for this product, which is typically priced from $200 to $250. In-store demonstrations have been particularly helpful in spurring pasta maker sales, they say.

Amid speculation that positive results in pasta makers may lead to shortages this fall, the four manufacturers in the field are split on whether they will be able to fill all orders.

While Simac and Coffee Imports International (Bialetti) are optimistic and Continental Gourmet "hopes" to fill incoming orders, Richard Osrow, vice president of marketing at Osrow, said, "Demand is going to be very strong this fall and there could be shortages on everyone's unit including our own."

Shipments thus far have been orderly, retailers say. Manufacturers currently shipping, including Simac and Coffee Imports, say they are delivering on schedule, and all four manufacturers say they will be able to fill outstanding orders.

Among retailers reporting positive results so far in electric pasta makers was a buyer for a Washington, D.C. department store chain carrying the Simac unit, who said that it "sold very well with our first promotion."

A merchandise manager for a large New York department store, which featured the Simac unit for $250 as part of a recent store-wide promotion, reported a "very good" reception to this unit as well. When queried on availability, he said that deliveries have been orderly.

In the Midwest, a spokesman for Hudson's in Detroit said that the Simac has been selling "very well" in its stores.

John Ball, merchandise manager, Broadway Southwest, said that this store recently sold 18 Bialetti units at $200 during a two-week promotion.

On the West Coast, a buyer for a major chain characterized sales as "good with demonstrations." This chain has the Bialetti unit in most of its stores for $225 and plans to feature the Simac and Osrow units as well.

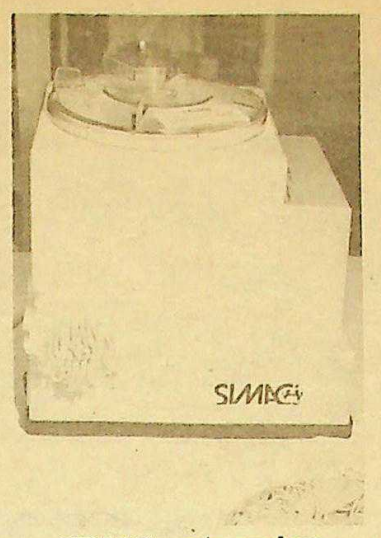
The feeling of optimism by retailers on electric pasta maker sales is shared by the manufacturers. All four suppliers are expecting a good fall, although only two of the four have delivered products to retailers to date.

The manufacturers give their outlooks for the coming weeks in electric pasta makers:

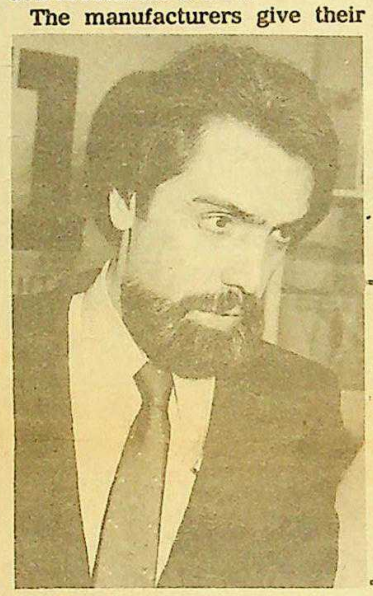
• Galileo Buzzi Ferraris, president, Simac, said, "We've filled all orders to date and are happy with the response. We have a program with a number of major department stores around the country, and feel we have all the units we need through the end of the year."

• Richard Osrow, vice president, marketing, Osrow, said, "We'll be shipping at the end of September. We'll be able to ship all outstanding orders on an or-

Continued on Page 37



SIMAC pasta maker



"We have a program with a number of major department stores and feel we have all the units we need through the end of the year."

Galileo Buzzi Ferraris
Simac president

Sunbeam Preparation Center Price Cut $100 by Top Books

CHICAGO — Major catalog-showroom chains have cut the price on Sunbeam's electronic Food Preparation Center about $100 below the suggested retail price of $279.95.

Among the top catalog-showroom chains, only Best Products does not offer the Food Preparation Center in its catalog.

Service Merchandise Co., Nashville, the second largest chain, has the Food Preparation Center priced at $178.63, with a list price reference of $249.95 in its new catalog. That price is in the catalog distributed in the Ohio-Michigan market area.

Modern Merchandising, Minnetonka, Minn. priced the unit at $189.66, compared with a $279.95 suggested retail.

The fourth largest chain, H.J. Wilson Co., Baton Rouge, La. put a $184.89 price tag on the unit in one catalog, but a check of Wilson's catalog distributed in the competitive Dallas market showed a $178.89 price for the unit.

Ardan catalog showrooms, based in Des Moines, priced the Food Preparation Center at $199.74, with the suggested list price at $249.95.

Jewelcor's new book puts the price at $189.90, compared with $279.95.

L. Luria & Sons, Miami, has priced the Sunbeam Food Preparation Center at $183.83 compared with $279.95 suggested list.

The electronically controlled appliance was designed to combine the functions of a food processor, mixer and blender in one unit with a heavy-duty 450-watt motor.

Lechmere Sale Offers Revere Ware At $60 Saving for 8-Piece Set

BOSTON — Lechmere Sales put Revere Ware's premium Signature Collection cookware on sale last week at $199.88 for an eight-piece set.

The stainless steel with copper core cookware is regularly priced at $259.99 for the set at Lechmere.

The six-store discounter also offered Revere's gourmet Signature Collection set of copper outside with stainless steel interior for $179.88 for an eight-piece set, down from $199.99.

The Revere lines took most of the front page of Lechmere's full-size Sunday circular, but other cookware lines were advertised at the bottom of the page.

A 13-piece Farberware set was sale-priced at $88.88; an 8-piece Club Aluminum with SilverStone set was $59.88; a 7-piece Le Creuset set was $49.88; a 10-piece Kirscher professional set was $49.88; and a 9-piece Mirro gourmet set with SilverStone was $49.88.

Changes in Show Dates Sought by Wholesalers

NEW YORK — Housewares Associated Distributors Inc. has written the National Housewares Manufacturers Assn. proposing a switch in show dates to mid-May and October.

At the same time, another wholesaler organization, the Electrical Housewares Distributors Assn., has advised the Assn. of Home Appliance Manufacturers that its 30 members will be willing to cooperate in AHAM's projected survey of retailers on the feasibility of one housewares show a year.

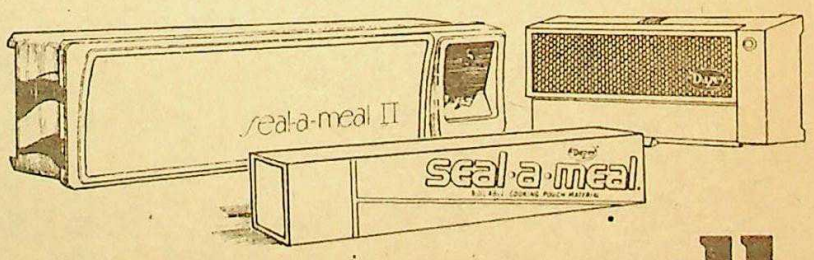
A letter to NHMA president John M. Bissell from Charles Springer, HADI secretary, said the group's 13 wholesaler members believe the spring and fall dates to be more advantageous for developing first and second half programs than the present January and July timing.

Bissell has advised Springer, who made a similar recommendation last spring to then NHMA president Bill Orr, that he will bring the correspondence before the NHMA board of directors in October.

THE MUG is the message, as this piece from The Graff Group shows. It is one of a myriad of novelty mugs drawing new attention to the mug category. See Page 34.

Who's pre-selling sealers for you on network TV?

Dazey



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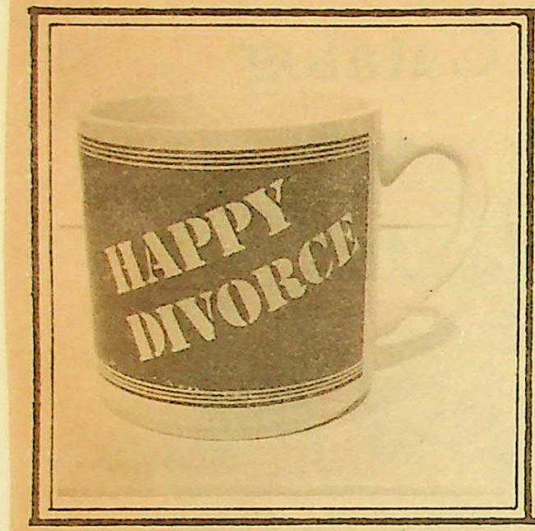
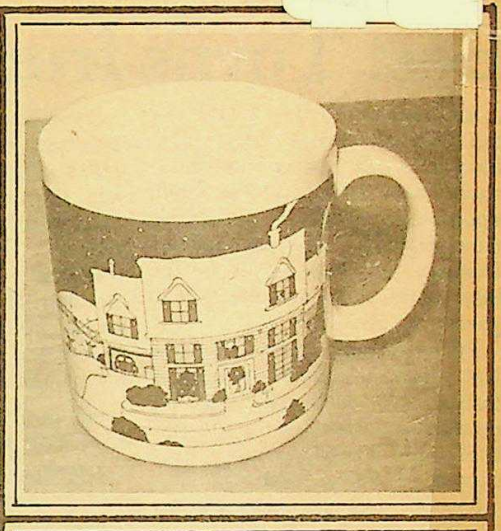




have a cup of tea. People drink coffee while doing other things. They spend a lot of time at their desks."

"A mug is not an expensive item," Wagman said, "and you can take it to someone's new home. It is a well-accepted gift and one people would always use."

Gerry Breslin, general manager of Staffordshire Potteries agrees that the mug is versatile: "A mug has many purposes. It is not just for coffee. It is a container for many things. A mug with a message is personal. It is also a low capital investment gift."

THE MUG HAS extra appeal in hard economic times. John Yunge of Waechtersbach, which began marketing mugs here in the late '70s, feels the popularity of mugs goes hand in hand with the economy. "People won't go into a store to buy a $200 machine, but they will go and spend $5 on a mug," he pointed out. "They still have that much money to do that."

So predictions are that the mug business will continue to grow, because mugs are affordable, useful, giftable and more of a personal statement.

half, according to buyer Gina McGuire. "We are doing a spectacular mug business. This year we did phenomenally well."

The staple mug at Lazarus is the 10-ounce Otagiri mug, followed by Kliban cat mugs from Staffordshire, and then the name mugs from Graff. Lazarus also offers mugs from Grindley and Waechtersbach. Assortments change twice a year. "It is rare to repeat a mug. The name mugs are the only repeated ones. We change everything else," said McGuire.

SHE REPORTED that Kliban cat mugs are "selling like popcorn." "They sold last Christmas and last spring. We may get one more Christmas from them, then maybe Kliban mubs will die." For Christmas Lazarus will sell Christmas mugs from Taylor & Ng, Kliban, Otagiri and Waechtersbach, as well as Graff's mailable mug for Christmas.

One retailer, who keeps expanding the assortment on a 20-foot long wall, explained, "Sales keep doubling and will double again this year."

Woodward & Lothrop, Washington, was

now prices will go up to $4.50. Thacker will try to avoid $5 mugs.

Woodies will have a separate shop, Thacker explained. "Mugs will be coming off the mug trees and onto the walls. In a mug shop we can use all the walls. Mug trees are clunky and block the view of the department."

Thacker added that he was fortunate to be able to feature Staffordshire's Kliban cat mugs, that the stationery department had not already had them, which is the case in other stores. One Midwestern merchandise manager whose mug business is only steady, and not growing, explained that a main reason is that the Kliban cat mugs are in the stationery department, where Kliban paper goods are sold. "They've cornered the market on whimsical mugs. And that's really where the growth is. So we'll stick to the traditional stoneware mugs from England and (those) imported directly from Japan."

AS MUGS become more popular, manufacturers and marketers try to change or adapt foreign-made mugs to the American taste. Two English potteries are doing this

business is that such a company as General Housewares with its Holt Howard mugs in 300 different styles and a number one position in many high volume stores, is still planning to expand. According to Buzz Snyder, vice president sales and marketing, a new factory in England "will allow us to grow dramatically. It could allow us to double our volume in the next year to year-and-a-half."

Other firms already report gains in mug sales. Waechtersbach's mug business has doubled each year since the German company began marketing mugs here in 1976.

STAFFORDSHIRE Potteries, which has been marketing mugs in the United States a few years has only grown substantially recently with the Kliban cat mugs. "We have quadrupled turnover in the last 12 months, and will double (it) again in the next year," said Gerry Breslin.

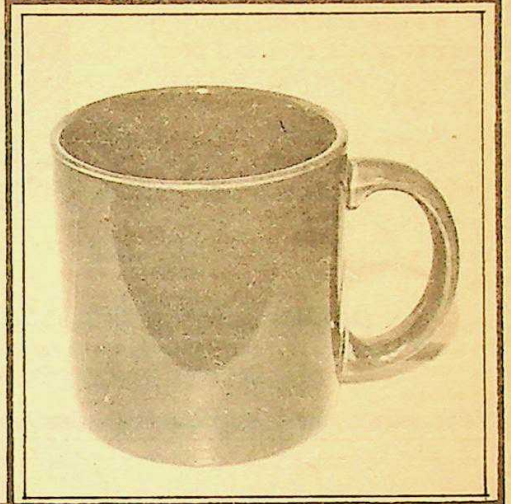
Otagiri has seen its mug business grow 30 per cent over last year, according to Joe Harada, sales manager, and the firm still introduced 120 new SKUs in stores this fall.

Retailers also report growth in the mug classification. For example, Lazarus in Ohio doubled its mug business in the first ry, admits buyer David Thacker. "It is one of our target areas for the fall," he said. "We are looking to explode the business for fall." Right now the mug category includes three basics — General Housewares mugs, fashion mugs from Waechtersbach and imports which Thacker calls "as old as the hills."

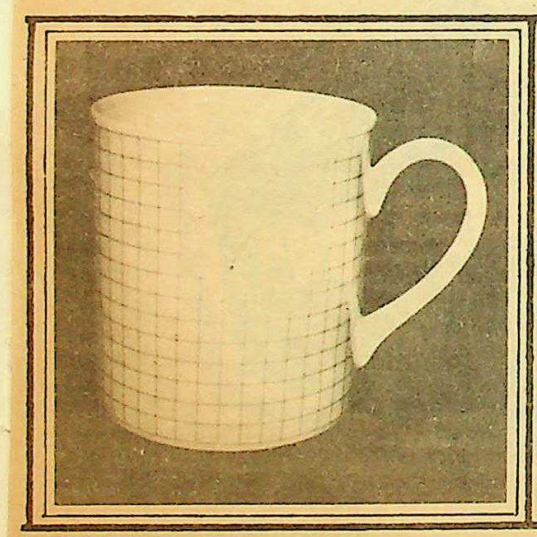
Woodies recently began to develop a program and a mug shop. Included in the shop will be Staffordshire's Kliban mugs, pig mugs, and Kliban and Fedora holiday mugs. Christmas pieces from Graff will test the mailable mug idea, and if it is successful, Thacker will go into others. Thacker feels Woodies should do well with mugs, especially because in the area "aside from specialty stores no one has many specialty mugs."

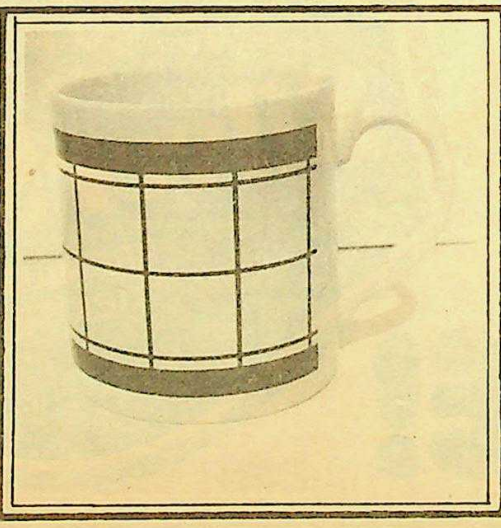
THACKER EXPLAINED, "We will not negate basics, but upgrade them." An example is Graff's Grindley mugs in grids and dots that coordinate with the basic solid colored mugs. "We are still in basic mugs, but I see no reason why I can't have a fresher look like Graff. People will pay a higher price for a fashion look." Until now mugs at Woodies have been $3 and $3.50; Staffordshire imported mugs designed and sold in Britain, and with the Kliban mugs made the first effort to have American designers design mugs for Americans. In doing so, the firm gained a foothold. Most of the mugs have 10 ounce capacity. By Jan. 1 Staffordshire's successful designs will be transposed onto bigger 12½ ounce mugs, according to Breslin. "It is a more popular shape, more macho." He noted that there is "a tremendous difference in

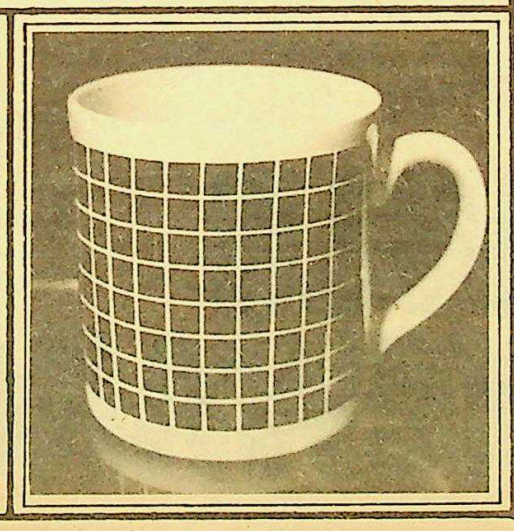
See MUGS, Page 37

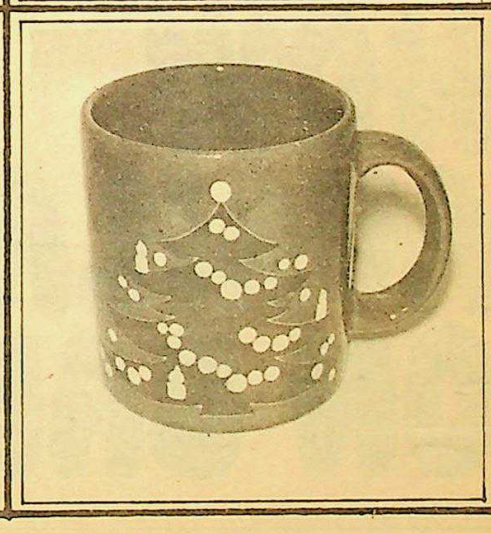


Mugs, clockwise from upper left: Staffordshire Christmas Kliban; Taylor & Ng rabbits; General Housewares tea mug; Graff's mailable mug; Staffordshire J.R. mug; Grindley parrot; Taylor & Ng Christmas mug; General Housewares runner; Graff name mug; General Housewares solid; Waechtersbach Christmas tree; Grindley grid; Graff grid; Knobler grid; Otagiri stoneware; Waechtersbach Valentine; Grindley Christmas; Otagiri Oriental; Ranmaru solid; Boston Warehouse tennis.









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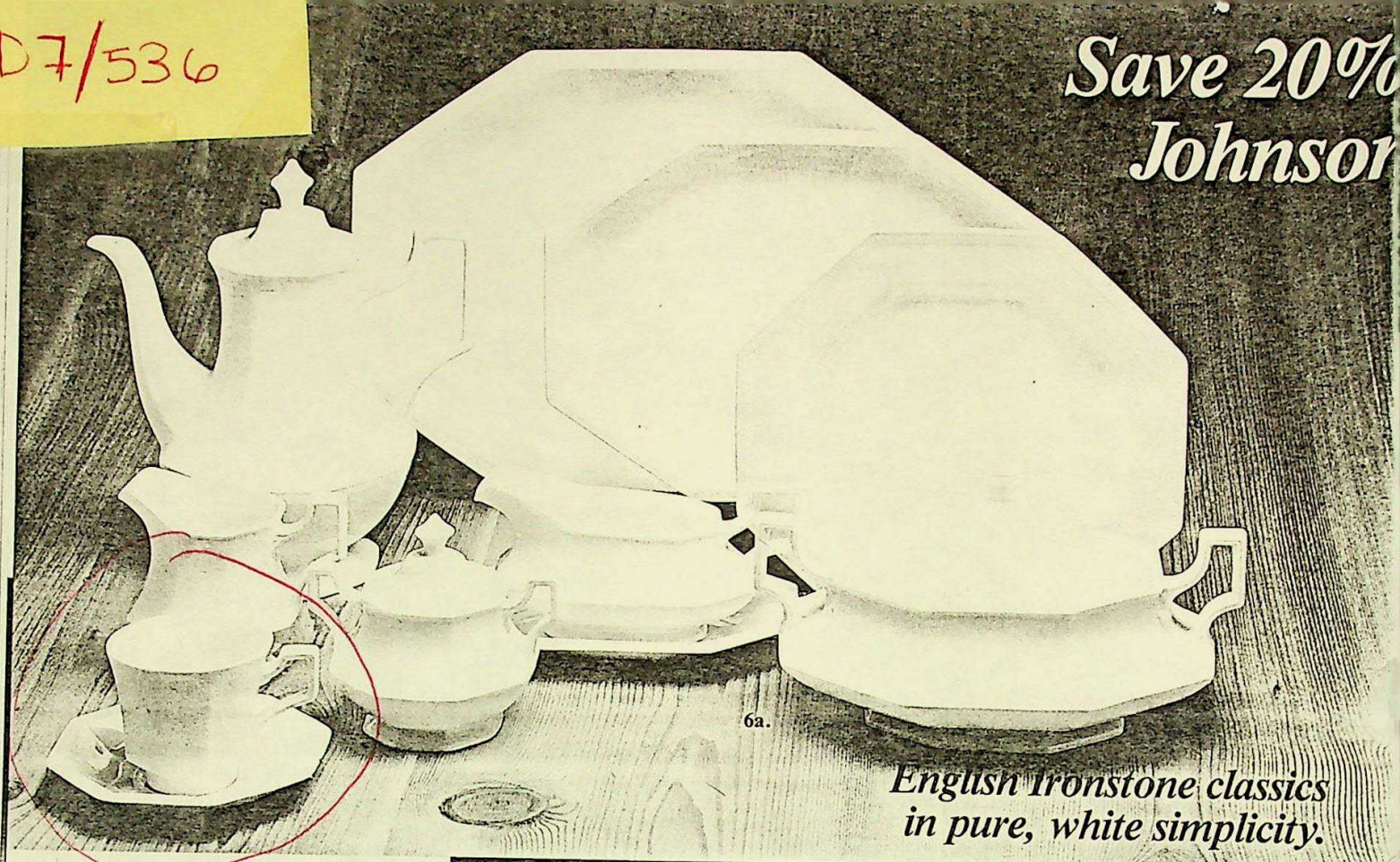
Save 20% Johnson



6a.

English Ironstone classics in pure, white simplicity.

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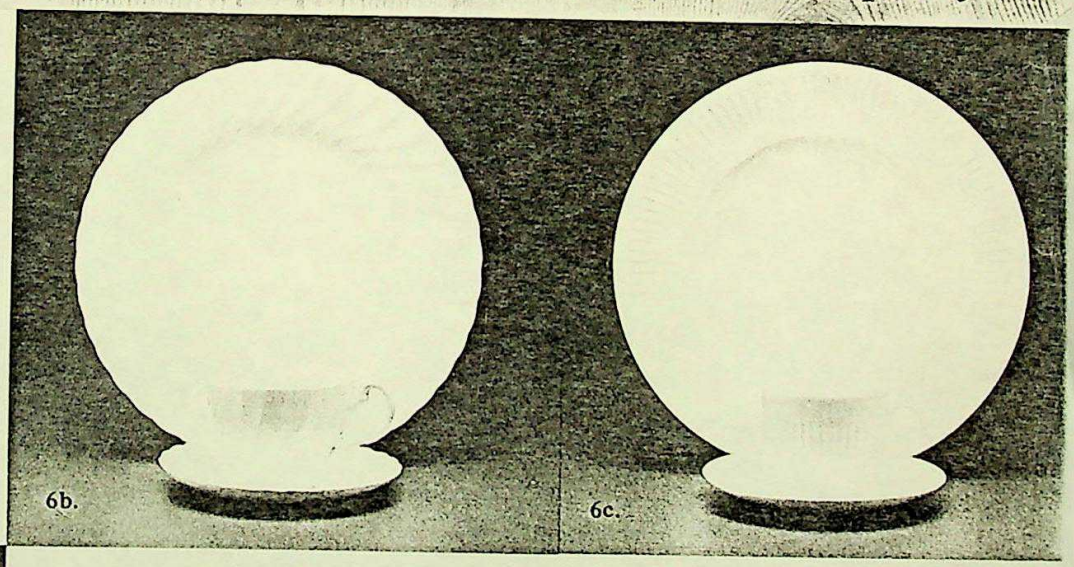
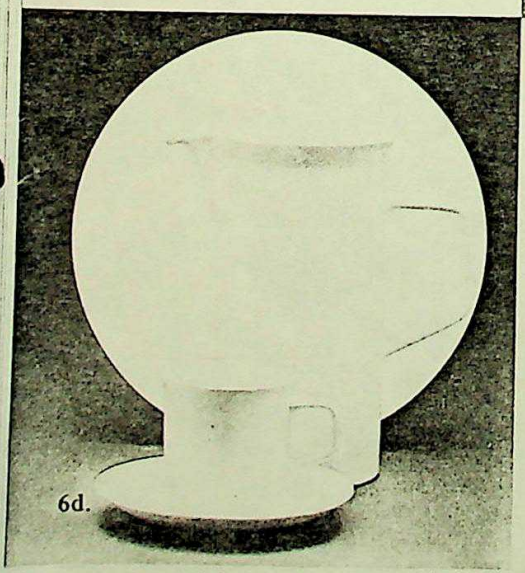
REC'd 3/1981

Save 40% on place setting items: dinner plate, bread-and-butter plate, salad plate, cup and saucer, fruit bowl and cereal/soup bowl. Save 20% on all open stock pieces.



6b. 6c.



6d.

	6a. Heritage		6b. Regency 6c. Athena 6d. Tivoli	
	Regular	Sale	Regular	Sale
Dinner Plate	$ 7.50	$ 4.50	$ 5.50	$ 3.30
Salad Plate	4.50	2.70	3.95	2.37
Bread & Butter Plate	2.95	1.77	2.75	1.65
Teacup	4.50	2.70	3.50	2.10
Saucer	2.50	1.50	2.00	1.20
Fruit Bowl	2.95	1.77	2.75	1.65
Cereal-Soup Bowl	4.50	2.70	3.95	2.37
Small Platter	13.95	11.16	11.95	9.56
Medium Platter	21.95	17.56	18.95	15.16
Large Platter	29.95	23.96	27.95	22.36
Oval Vegetable	12.95	10.36	11.50	9.20
Round Vegetable	12.95	10.36	8.95	7.16
Covered Vegetable	49.95	39.96	29.95	23.96
Covered Sugar	17.50	14.00	16.50	13.20
Creamer	11.95	9.56	11.25	9.00
Gravy Boat	16.95	13.56	15.50	12.40
Gravy Boat Stand	9.50	7.60	7.75	6.20
Teapot	35.00	28.00	27.95	22.36
Coffeepot	35.00	28.00	27.95	22.36

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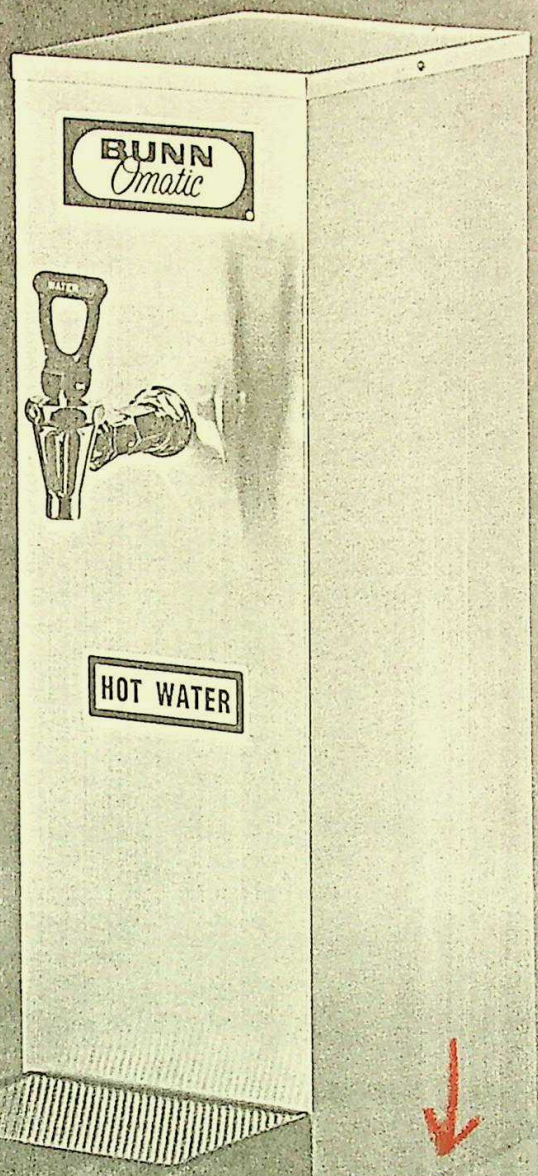
NEW

BUNN-O-MATIC Hot Water Machine—

Your Instant Profit Success!

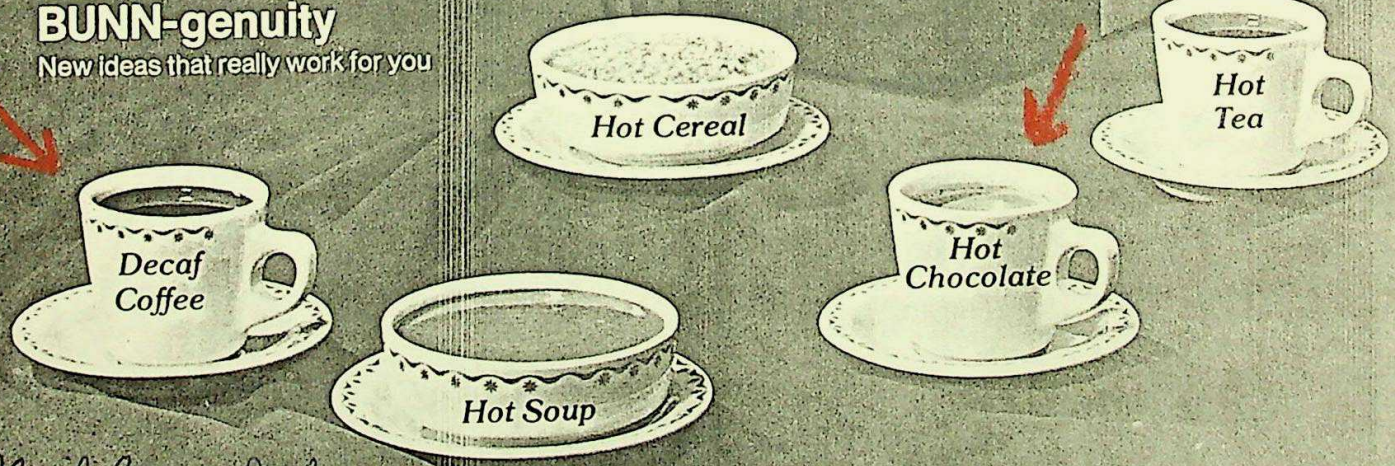


This one marvelous machine does many step-saving, profit-making, customer-serving jobs for you. Here's how:

- Serve hot water for tea that's really hot. Also the same hot water for decaf coffee, hot chocolate, hot cereal, etc. Whatever your need for instant hot water, the Bunn-O-Matic HW2 Hot Water Machine is your reliable, economical answer to fast customer service at a profit for you.
- Two gallons of hot water in a space-saving machine just 7" wide to fit any counter.
- Save steps and money by eliminating need for special machines for hot chocolate, soup, etc.
- Fresh, near-boiling water. Fast. Just pull the handle to deliver whatever amount you need.
- Hot water is always available. The Bunn-O-Matic Hot Water Machine is connected to your water line.
- High quality Bunn-O-Matic construction throughout. Stainless steel exterior and tank for long, dependable life. Easy to clean, too.
- With the Bunn-O-Matic HW2 Hot Water Machine, you're always ready to meet your customers' special needs —immediately.

Contact Us for Complete Profit-Making Details

BUNN-genuity
New ideas that really work for you



Mail Room Dale
1-26-82

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CORPORATION
1400 Stevenson Drive • Springfield, Ill. 62708 • Phone: 217/529-6601

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D7-536
JAN. 26, 1982

BUNN-derful

COFFEE BREWERS

The nicest thing that can happen to your coffee is to be brewed by a Bunn-Omatic® Coffee Brewer. Every BUNN Brewer—from the smallest Pour-Omatic® Brewer to the high capacity U3 Urn—is the finest in its class.

Whatever your coffee requirements, there's a Bunn-O-Matic answer. And every brewer assures you the precise mating of coffee and water for consistently superb coffee. The added convenience and laboratory-tested quality of BUNN® paper filter brewing is your final assurance of coffee perfection. Remember BUNN filters are the *original* cup-fluted filters.

BUNN Omatic

This nameplate assures you highest quality, greatest reliability, most delicious coffee

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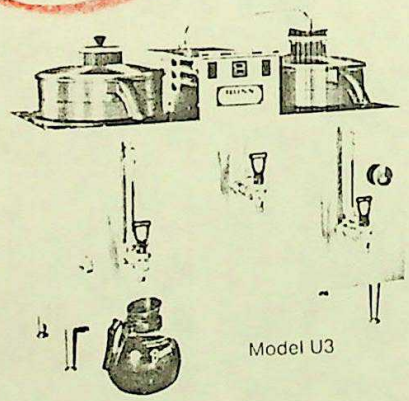
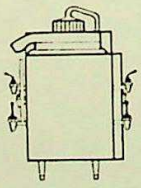
Twice the brewing capacity

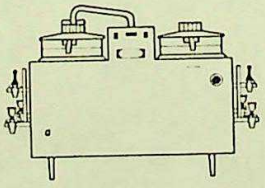
Bunn-Omatic® U3 Twin 3-gallon Urn



Model U3



Model U3
Double Service
(front and back)



Model U3
for "scrambler service"
with faucets at both ends

- Large water tank capacity of over 20 gallons means U3 Urn does brewing work of units rated 2 and 3 times larger.
- Hot water can be drawn off during brewing cycle without affecting coffee quality or delivery in any way.
- Automatic drip brewing with consistent quality and convenience of disposable BUNN® paper filters.
- High quality throughout. Non-magnetic stainless steel. Two separate tank heaters.
- Manual water inlet system permits manual brewing in emergencies.
- Attractive, straight-line, low-profile design.
- Funnel handle stays dry, doesn't heat up. No handling of hot wire baskets or steamy urn bags.
- Competitively priced.
- Available options include double service (faucets front and back), "scrambler" service (faucets at both ends), vinyl clad (woodgrain finish available on back of double service urns), other electrical models, and higher wattage tank heaters.
- **Dimensions:** 33" high (including swing spout and 4½" legs; legs are adjustable to 5⅛"), 34½" wide; depth to center of draw faucets, U3SS (single service), 17½"; U3DS (double service), 21".
- **Electrical:** Model U-3-240 (120/240 volts) (6725 watts), three-wire, single-phase (unless otherwise specified, Model U-3-240 will be supplied since it may be used on either 120/240 or 120/208 volts); or Model U-3-208 (120/208 volts) (5825 watts) three-wire, single-phase. Both under 30 amps. 60 cycles AC. Both available with higher wattage tank heaters (specify Model U-38–8000 watts); 40 amp. wiring required.
- **Shipping Weight:** 110 lbs. including filters.

© Bunn-O-Matic Corp. 1975

front Cover

(Original Brochure is in T-5 BOX
Beverage Machines Catalogues)

Copy in T-5 Box

D7/536

GIFTS & DECORATIVE ACCESSORIES

played range from hand-painted furniture, smooth and relief pewter to tapestries, pottery with authentic Dutch ornamental designs, copper, brass. The boutique is a pilot venture in the area for some 59 Dutch manufacturers.

Advertising Distributors Co., West Haven, Conn., a supplier of advertising fulfillment services, now offers a small business direct response package using techniques employed by larger companies. The basic package consists of three direct response mailings to a customized or purchased list and employs word processors and computers for speedy and economical direct mail promotions. The word processor produces individual, personalized letters to the entire list. The mailing can also contain customized response vehicles, such as redeemable coupons for different industries. Any type of small business, including specialty retailers, can use the package. "There's no reason a small businessman can't compete with larger businesses, using an economical small business promotional package," comments president Bob Mohr.

p. 94 DECEMBER, 1982

The Picture Show, an Atlanta-based art gallery chain of ten stores, has scheduled openings of five new stores in three states for its gift store division during the fourth quarter. One of the first stores opened in Atlanta's Lenox Square, specializes in personalized gifts, apparel and accessories. A E. 57 St. store in New York offers art posters, cards, and gifts. Other stores have premiered in Atlanta's Perimeter Mall, the Gallery of Fort Lauderdale, and the Dallas Galleria. For additional information, contact Marty Walker 404-449-7717.

(To p. 96)

Profit on a Platter

A unique process available for the first time to retailers, enables you to turn any photograph into a beautiful personalized gift using Fine English China Plates—IN JUST 5 MINUTES!

Yes, any photograph your customer brings in or any instant photograph you take can be transformed into a low cost highly personalized gift.

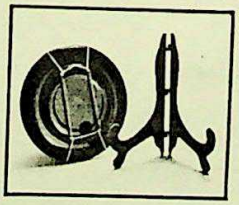
- 3 to 4x's mark up on cost
- Exclusive rights in your area
- Fine English China supplied
- Point of Purchase

This is a complete business within your business and creates additional traffic in your store. No special skills are needed and the whole unit fits easily in a 4' x 2' space. This complete photoglaze system is available now on lease or purchase terms.

Cameo Classics
DIVISION OF ENGLISHWARES INC

Or—be a dealer's representative and have your own Cameo Classic plate display to take orders from. Create additional profits by offering your customers a unique personalized gift service for their cherished memories.

Also available to you is a wide variety of plate stands and hangers manufactured by Englishwares. Attractively boxed or carded, the line is reasonably priced—yet reflects the *English Tradition of Quality.*



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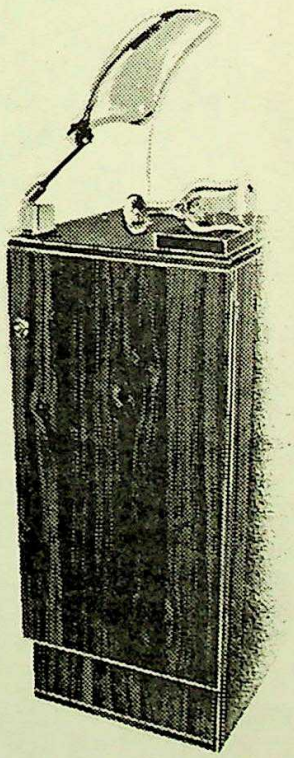

Glass monogrammer by Monogram Designs Unique, a bottom blast machine in a wood-simulated case, is one of seven MDU Etchers ranging from tabletop to handle monogramming only to full-service models. For more information, write Monogram Designs Unique, 2852 Sylvania Ave., Toledo, Ohio 43613.

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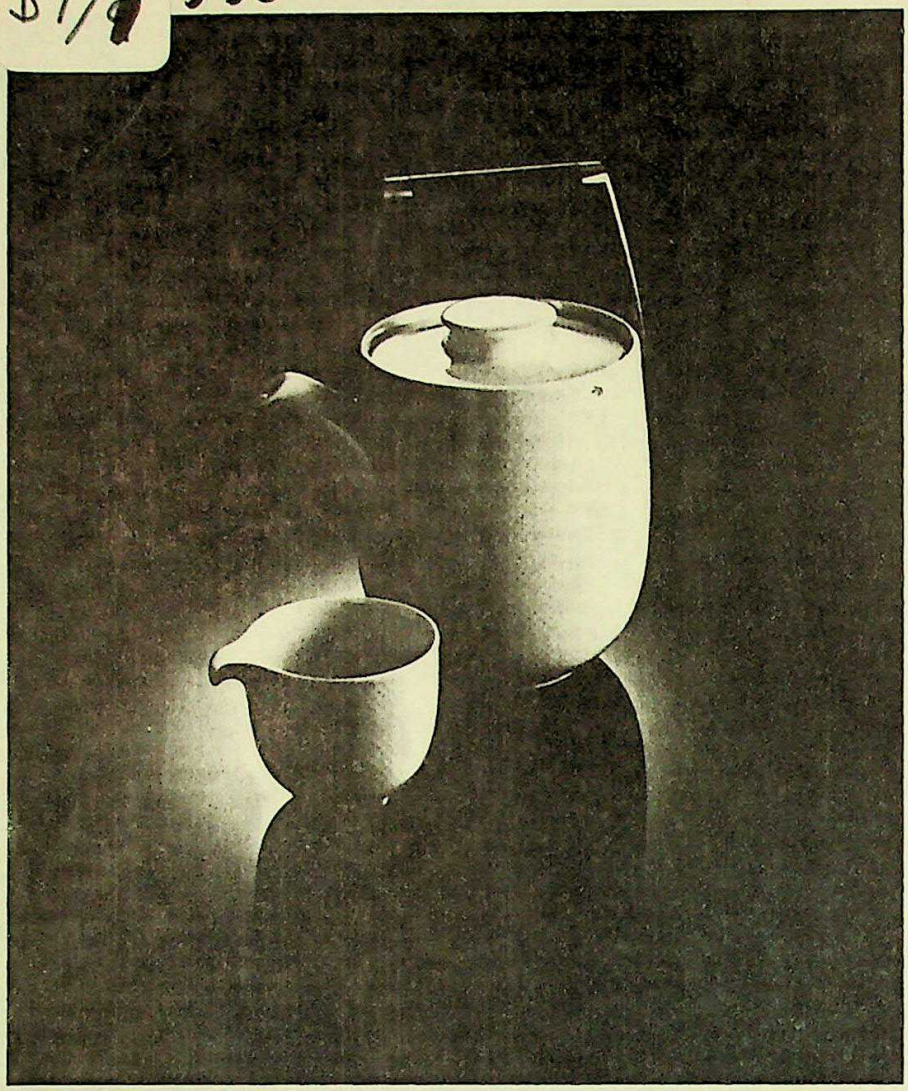

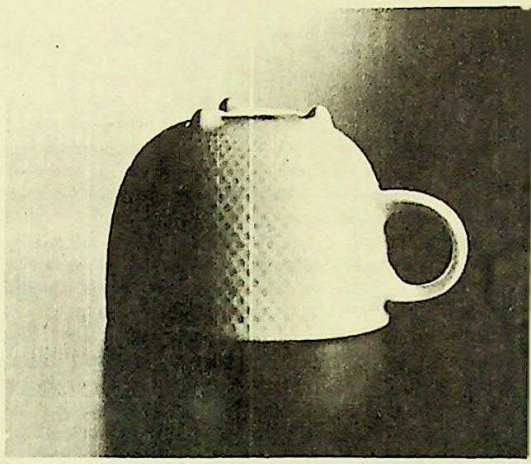

Tapio Wirkkala used the translucency of porcelain to create a subtle decorative pattern on the surface of his Century tableware for Rosenthal Studio-Linie

elongation. Passing the products through an annealling oven, or lehr, will reduce or eliminate these problems.

To produce tempered glass, the outer surfaces are forcibly chilled while the core is still hot. As the glass core cools, the already solidified surfaces contract laterally. When the entire panel comes down to ambient temperature, it may be flexed almost like metal. As the panel is bent the inner surface compresses still further, resisting failure, while the outer surface elongates to its normal state before it goes into tension and fails.

There is one catch to this. Even when not under flexural loading, the outer surfaces on both sides must be preserved intact. Cutting, drilling, even scratching through the compression-loaded skin will cause instantaneous failure—the entire sheet self-destructs into quarter-inch pieces. Rear and side windows of automobiles are made of tempered glass so that crash-induced failures will produce fragments capable only of surface cuts and not long, penetrating shards. (Because windshields require better optics than tempered glass can yet provide, laminated glass is specified to retain the shards.)

Some years back the laws governing glazing of patio, shower, and storm doors were changed because of the number of serious injuries suffered by both children and adults walking or falling through such glazing. Wire reinforced glass is now a common sight along school corridors; tempered glass is used in office building doors and store entrances. But for replacement glazing in the home, plastics have taken a large share of the market since local hardware stores cannot cut tempered glass to size.

Glass sheet is produced in a great variety of types, colors, and surface patterns for the construction, transportation, lighting, and decorative-arts markets. It may be laminated for safety, or metallized for mirrors or solar-radiation control. We tend to take it for granted until an unpredictable glitch occurs, such as when the John Hancock building in Boston shed its glazing, and sent everyone back to the drawing boards.

For product designs, glass may be pressed, blown, rolled, drawn, or treated with a combination of these processes.

Pressing is performed in block molds whose side walls taper or have "draft" in the cavity; a plunger pushes the hot glass into the mold. A split mold needs draft only on the inside, as the cavity or outside mold is split to remove the part. A font mold is closed before filling and the material injected under pressure, somewhat like transfer molding of thermosetting plastics.

In all cases, tapering side walls, uniform thickness, and ample radii at inside and outside corners make production easier and result in better, stronger parts.

Blowing is done by hand and mouth through long metal tubes, or automatically on machines. Molds are carbonaceous and porous enough to hold some moisture (hygroscopic); as the glass is blown into the mold, a cushion of steam is generated, facilitating turn-

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TOR '84 PREVIEW

TABLEWARE INTERNATIONAL PAGE 32 DEC. 83/JAN. 84

Running concurrently with the West Country Gifts Fair is TOR '84, organised by Bart Spices. TOR '84 is held in the Grand and Rainbow Hotels and the Pavilion.
The organisers are extending the free taxi service between these three venues to include the Imperial Hotel, thus linking up with Imperial '84, a show being held for the second time. Opening times for TOR '84 are as follows: Sunday, 15 January – 10.00 to 18.00; Monday 16, Tuesday 17 and Wednesday 18 January – 09.00 to 18.00 and Thursday, 19 January – 09.00 to 14.00.

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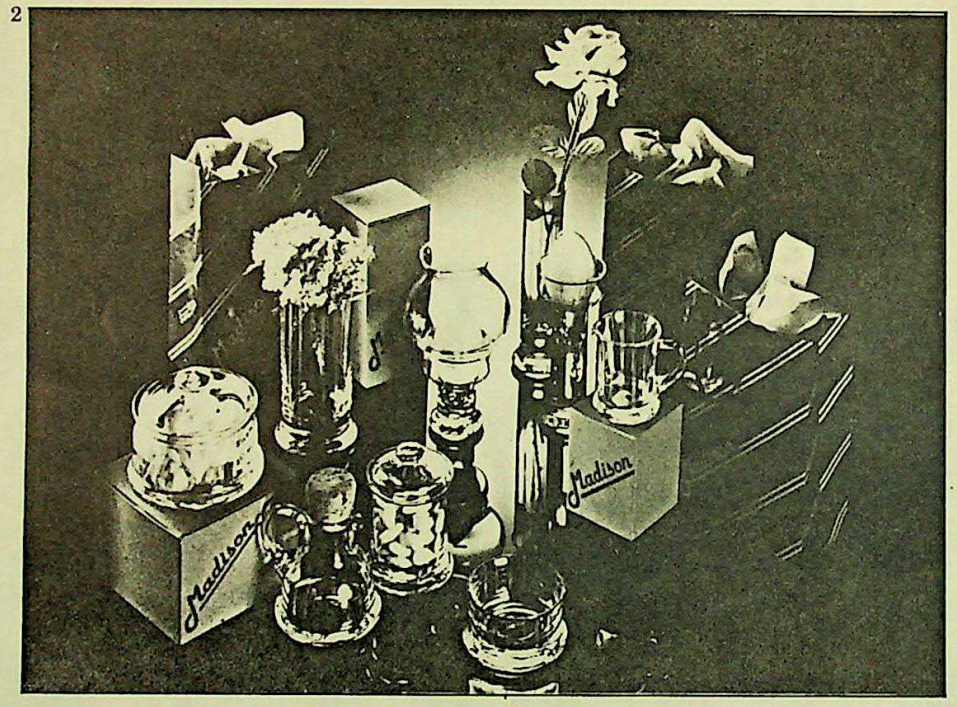
2



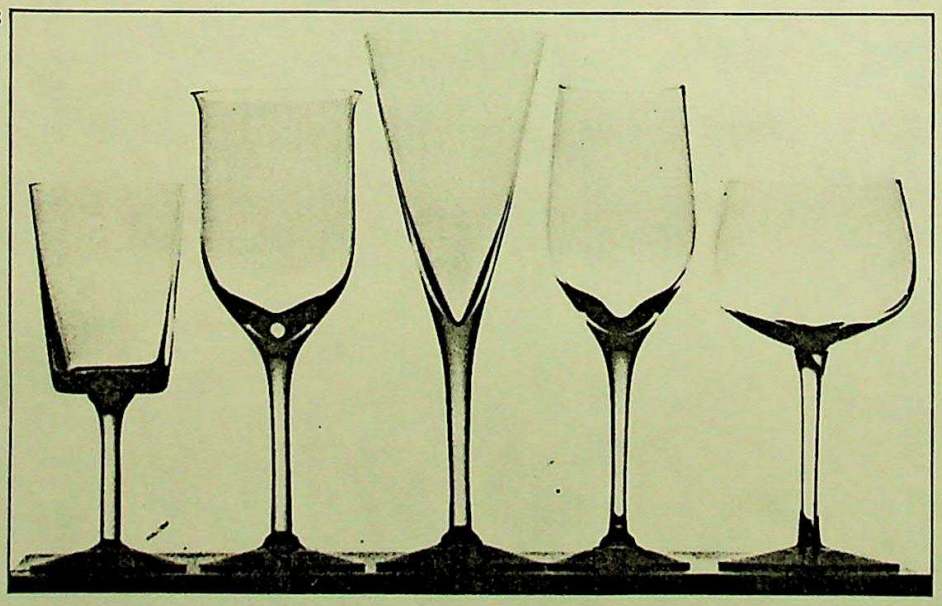
1 Among the large selection of crystal on the Dartington Glass stand (Grand Hotel, Stand 4) will be the 1984 commemorative tankard celebrating the foundation of the NSPCC 100 years ago. The tankard is in a limited edition of 5,000 and for each piece sold Dartington pledges a royalty to the NSPCC. There will also be a commemorative ash tray which will cease production on 31 October 1984 and a paperweight which is also limited to 5,000

2 Metropolitan Crystal (Grand Hotel, Stand 11) will be exhibiting a comprehensive display of hand-made and hand-cut crystal stemware and fancies in a variety of modern and traditional themes. The company will be highlighting the new 'Madison' gift range with unique coordinated boxes and gift carriers in an eye-catching pink and green colour combination

3 Pictured are five ranges from the Wedgwood Crystal (Grand Hotel, Stand 4) range of stemware. From left to right – 'Rebecca', 'Portia', 'Olivia', 'Theo' and 'Philippe'

4 Dartington's (Grand Hotel, Stand 4) 'Regency' hurrican candlelamp is available gift boxed in plain or optic design

3



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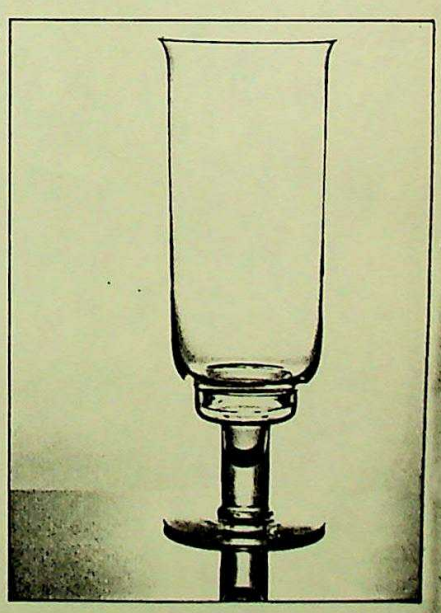

another copy in D7/13

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FEBRUARY 1984

PAGE 17

It's a Miracle MUG™

FROM

GIFTS & DECORATIVE ACCESSORIES

Clay In Mind®

Now your customers can have their beverages on the run—in their car, truck, motor home, office, on their boat or at home with no worry about messy spills. Our Miracle Mug™ travel mug has a new lower-center-of-gravity-design to prevent tips and spills. And it's fitted with a special non-skid bottom to eliminate sliding.

Comes with dynamic selling gift box.

Handcrafted and glazed in SIX beautiful colors.

Guaranteed dishwasher safe!

Shipped in assorted colors.

Designed to demonstrate the NO TIP • NO SLIDE • NO SPILL features, this 15" vinyl upholstered board will sit on a counter or table top, or on a shelf to provide a dramatic presentation. By arranging your gift boxes to show all six sides, you can stimulate your customers' imagination and maximize your sales appeal.

UNIQUE TILTED DISPLAY FREE WITH FIRST ORDER OF 27 MUGS!

Clay In Mind®

Call **TOLL FREE 1-800-854-1969** in California phone **(619) 566-5641**
9710 Distribution Avenue, San Diego, CA 92121

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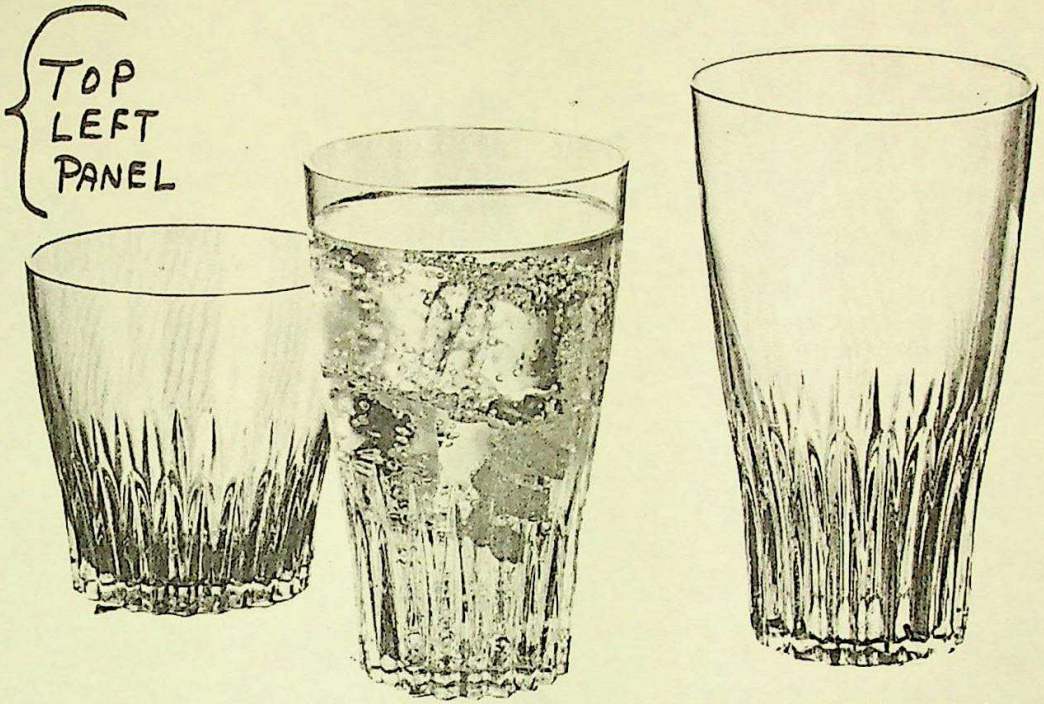
TOP LEFT PANEL

DISTINCTIVE DIMENSIONS INC., Chicago: Europa Stripes collection offers a 10-ounce mug, a set of four demi-tasse cups and saucers, a tool holder available with five kitchen tools or without, and a 2-quart enamel on steel kettle. Available in four patterns, the products retail from $3.95 to $18.95.



ANCHOR HOCKING CORP., Lancaster, Ohio: Bravo beverageware features the high fashion look of pressed glass. The line comes in three sizes, with four-packs retailing from $3.99 to $4.59 and individual pieces from 89 cents to $1.19. A 16-page set, including eight on-the-rocks and eight beverage glasses, retails for $14.99.

SEPT. 10, 1984

new products for the fall

HFD

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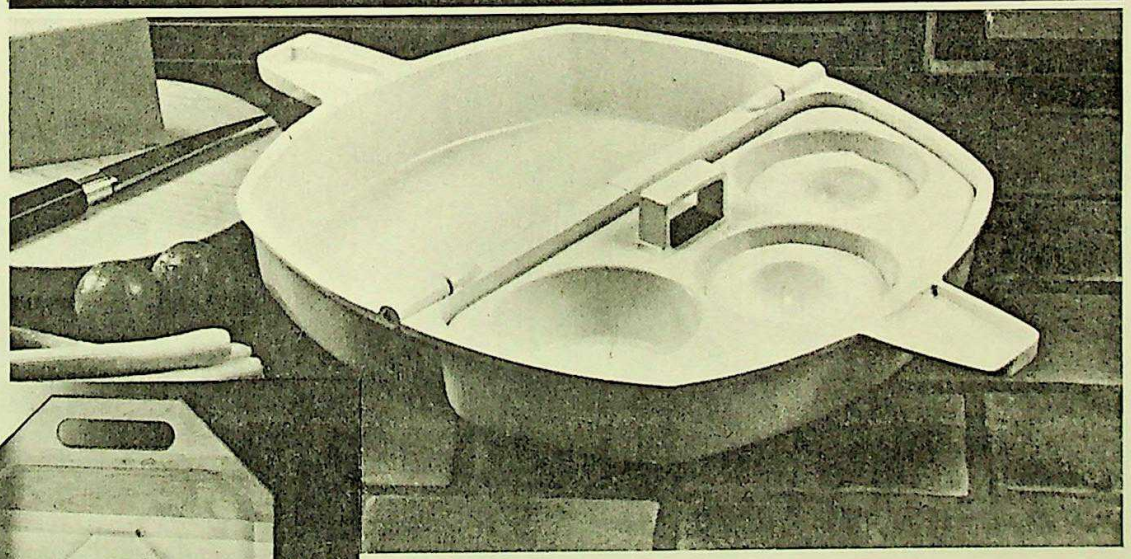

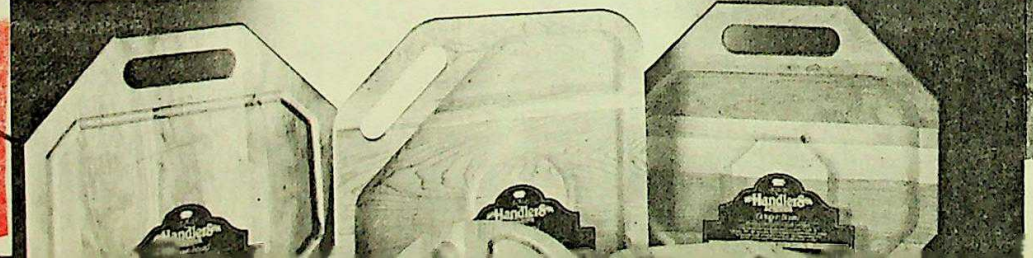

NORDIC WARE, Division of Northland Aluminum Products, Minneapolis: The microwave Eggs 'N Omelet skillet produces perfectly shaped two to four egg omelets or works as a divided skillet. An egg poacher is also

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HONG KONG HOUSEHOLD
JAN & FEB. 1985
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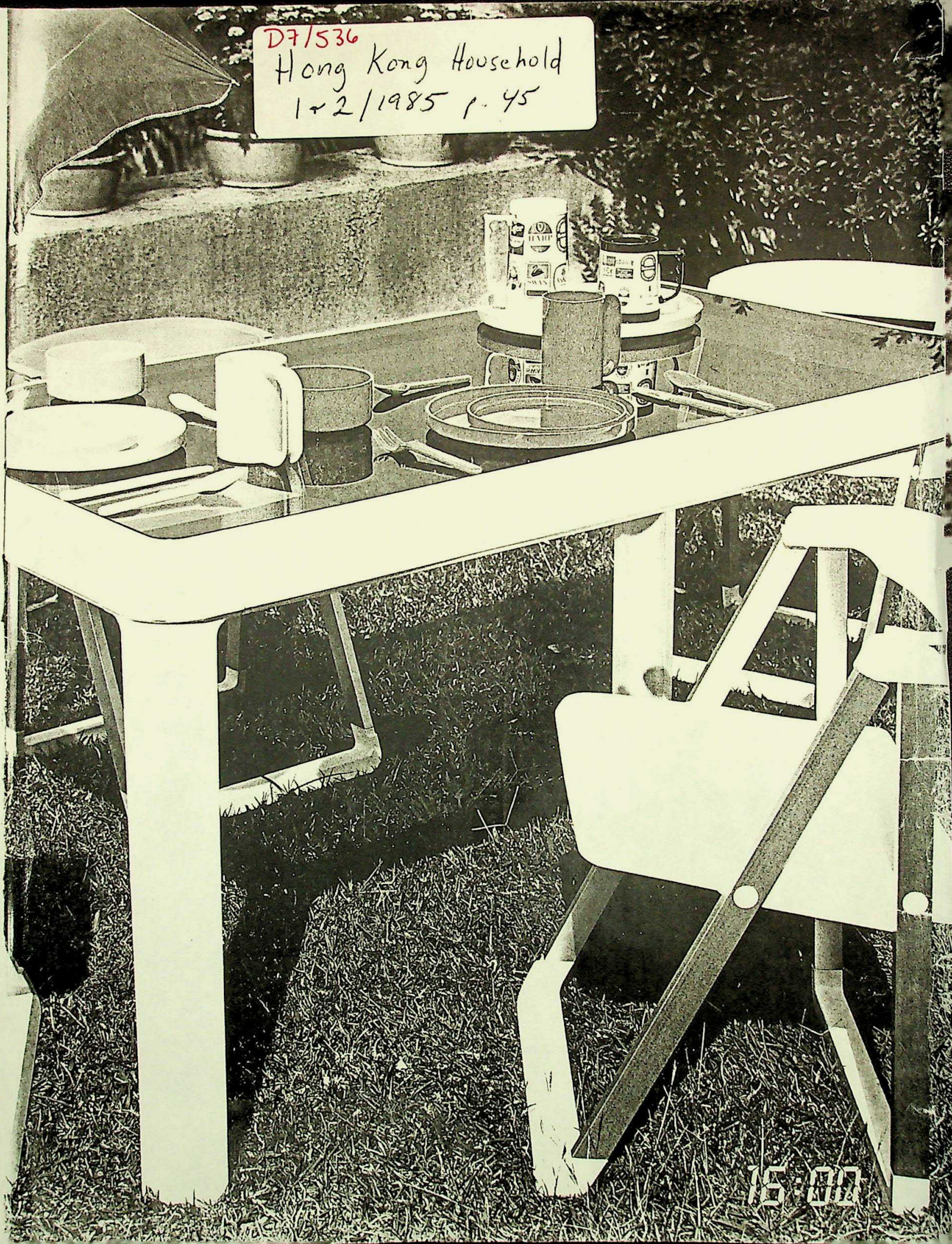
1+2/1985 p. 45



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MARCH, 1985

HONG KONG ENTERPRISE 3/85 PAGE 277

The Classic Porcelain Touch...

Eastern

with More designs to come!!

Newly Designed Plastic Tablewares

409	Pepper Shaker
410	Salt Shaker
402/408	Coffee Cup/Saucer
403/407	Tea Cup/Saucer
401/407	Mug/Saucer
406A/406B	Sugar Server
406A	Snack Server
404/405	Salad Bowl/Dish
404/405	Soup Bowl/Dish
COMING SOON	Milk Jar
COMING SOON	Tea Pot...
	etc.

The products shown here are our latest elegant designs. These are only a small selection. Our line ranges from tea/coffee sets to salad bowls, milk jars to salt/pepper sets. Other than these, we also produce polycarbonate plastic tea sets which are unbreakable and can withstand heat to 100°C or high pressure. Don't hesitate to request for colour catalogue and detailed information.

EASTERN CO.

38-40 Chai Wan Kok St., Tsuen Tung Ind. Bldg., 18/F., Flat A & B, Tsuen Wan, N.T., Hong Kong.
Telex: 51682 TICOM HX. Tel: 0-428304, 0-4935038.

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D 7/536

The Tea Tote

Pat. Pend.

A Mug With A Pouch

No need to be left holding the bag, ever again! The Tea Tote has the perfect place for it . . . its own pouch for your squeezed-out tea bag (and a very clever place to serve a dry one, too). Just bring your tea to the strength you like, remove the bag and put in the pouch!

The Tea Tote holds a generous 12 oz. serving. It comes in white glazed ceramic with blue trim with a good sized handle that has its own thumb rest. And, it's available in left and right hand models.

Each Tea Tote **$3.95** each
Save! Additionals Only $2.95 each

Received APRIL 18, 1985

CAROL WRIGHT GIFTS, Dept. G535
3601 N.W. 15th Street, P.O. Box 8520, Lincoln, NE 68544

Please send me _____ (How many?) **Tea Totes.** _____ (#S35A) - Rt. Hand
_____ (#S36) - Lft. Hand

☐ Each only $3.95 plus $.95 postage and handling (Total $4.90).
☐ **Save $1.00!** Extras $2.95 plus $.95 postage and handling (Total $3.90).

Enclosed is $_____. Please make check or money order payable to CAROL WRIGHT GIFTS. Thank you.

Received
April 18, 1985

Signature (Please Print) _____

Name _____

Address _____

City _____ State _____ Zip _____

CT and NE residents add sales tax. Please allow 4 to 6 weeks for shipment.

Carol Wright's®
UNCONDITIONAL GUARANTEE
Whenever you buy anything from us, you must be satisfied! Or return your purchase any time up to 1 year for a full refund.

E67

D7/9536
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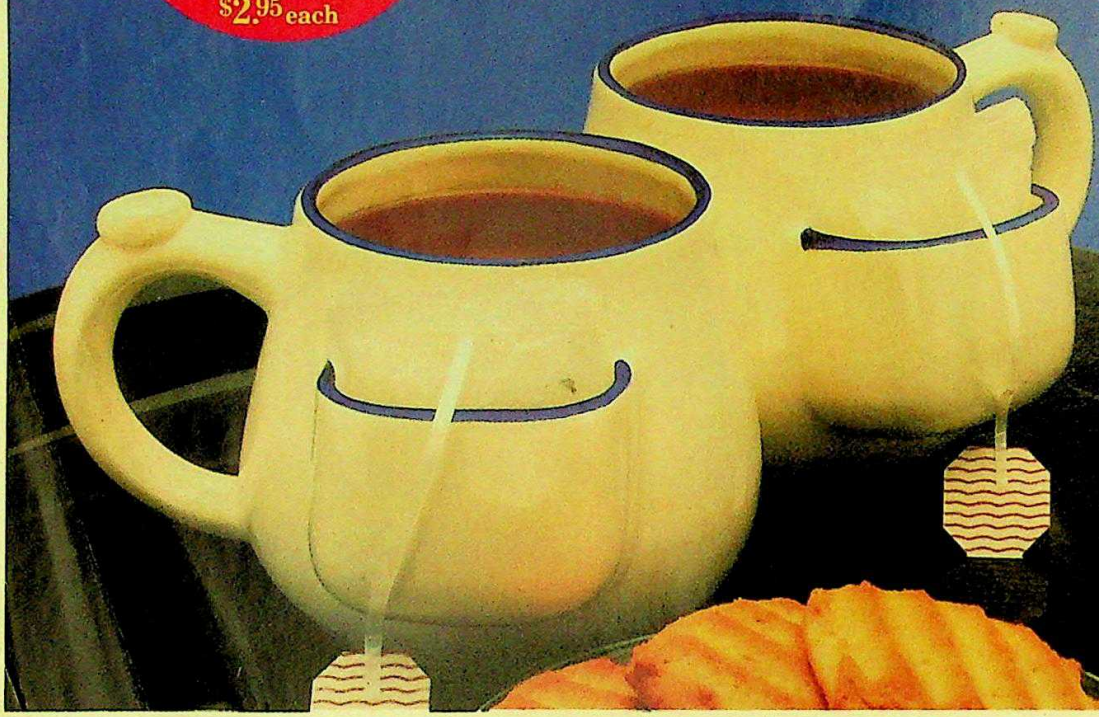
The Tea Tote

Pat. Pend.

A Mug With A Pouch

Each
Tea Tote
$3.95 each
Save!
Additionals Only
$2.95 each



At last, the ideal solution to an age old problem. The tea bag is a great invention. You can brew your tea to the strength you want without leaving an unsightly, bitter residue at the bottom of your cup. Unfortunately, once your tea was brewed you were left holding the bag. Now that's all been changed. **The Tea Tote,** a brilliant invention, has arrived on the scene.

- Generous 12 oz. Mug
- Glazed, white ceramic with blue trim
- Comes in left and right handed models

Order on other side.

D 7/8 536

INDUSTRIAL DESIGN

MAY/JUNE 1985

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hat's for us with all our in-
u, the designer, want it ex-
handing it to us, it will
ost you x dollars more. Hopefully you have
nough background and experience so that you
n't begin with mistakes, either aesthetically
in terms of what's a practical, feasible and
oducible item." (Don Schreckengost, former
sign director of the Homer Laughlin China
mpany and current design director of the
ll China Company, works out of East-
rpool, Ohio, as an industrial designer for
ous manufacturers.)

re are hundreds of ideas for which proto-
s are developed but never go into the mar-
lace; they're ahead of their time, behind
imes or inappropriate. It can take years
housands of dollars to introduce a com-
ly new set of shapes into a dinnerware col-
n. It doesn't mean that right now there
t loads of interesting things in the design
s of major manufacturers. One can only
that the initial collections are well re-
d, that the sales allow more aggressive
ams, and that contemporary, eighties
s and eighties decoration can be
ed." (Hafner)

are functional parameters. Absolutely!
ou can make almost any form on a ma-
. Factory owners have a mind-set that
have to produce so many pieces, but if
wanted to, they could operate at smaller
ales within their system. If you know the pro-
ess, you can run ten sample pieces through
and modify them. It's no big deal." (Nalle)

The design process

In looking at even the earliest ceramic forms, one is immediately aware of the craftsperson's total integration of surface and form: how the inside of each pot reflects the outside, both in shape and decoration. The design process for industry, however, is very complex, and often the surface and the form are treated as separate design problems. Since form is more costly to develop, its life in the marketplace must extend over a longer period of time. Surface pattern, on the other hand, usually ties in with fashion and is changed as styles become obsolete. For economic reasons, ceramic blank forms are often stored, to be decorated in the future. Thus, the forms which were designed by one individual may be finished by any number of later decoraters.

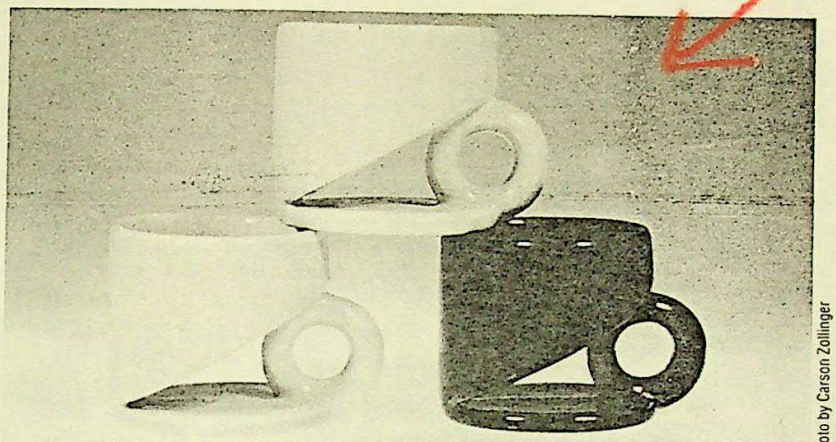

Photo by Carson Zollinger

Nalle's "Parvenu" candlestick holders (1984) for Nalle Ceramics, Wilmington, Delaware (above)

Don Schreckengost's "Classic" cup and saucer (1980) for Hall China, East Liverpool, Ohio (left)

Drafting has always been the traditional tool of designers and architects and consequently, their emphasis has been on draftsmanship, rather than on form development from a three-dimensional relationship with the material. Designers working for the ceramic industry usually present a detailed blueprint for the factory as well as the moldmaker. These instructions indicate the subtle specifications required for both the development of the prototype and the fabrication of the piece. Details of angles, curves, rim shapes, thicknesses, and so forth are indicated in advance of the production model making.

A model, however, is essential for the realization of a three-dimensional object. While the craftsperson's model is usually developed from building an interior volume—stretching or coaxing the plastic material into the desired shape—the designer starts with a solid block, carving an external line or edge. In this instance, highly detailed drawings are sent to a model maker to develop a prototype for production. Once that prototype is produced, it is difficult to make major modifications because the machinery has been adjusted to realize a specific form. These factory machines are expensive to own and run; in order to offset their costs, large quantities are run through, making the give-and-take of modification difficult.

The craftsperson maintains an intimate involvement with material and process, though

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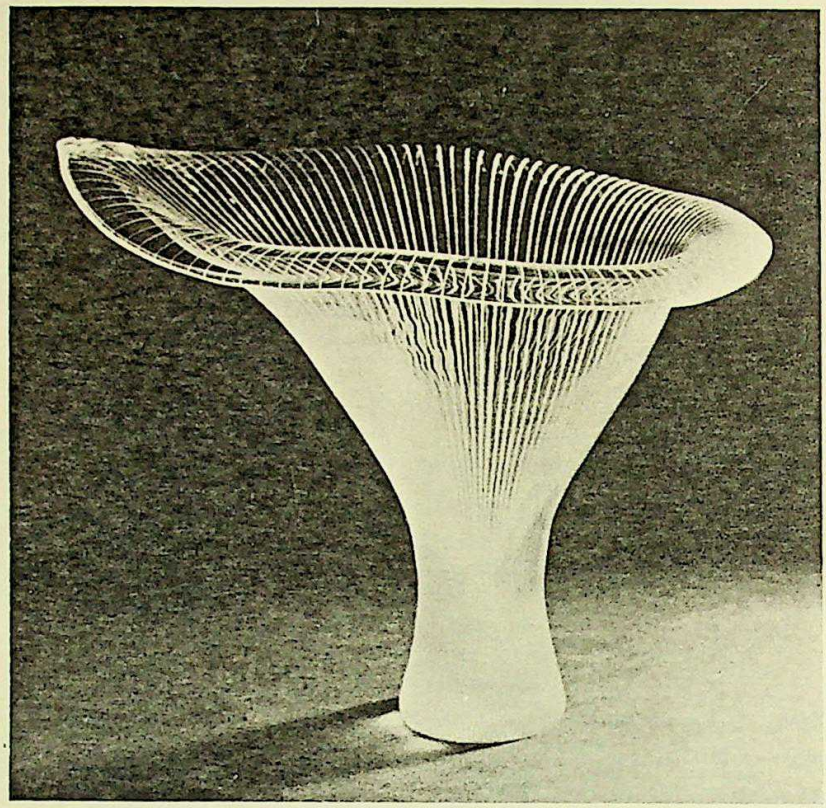


Tapio Wirkkala's Chantarelle vase (1946)

Finnish craftsmanship

Finland's contribution to post-war Scandinavian design is perhaps most clearly embodied in Tapio Wirkkala's elegant glassware, ceramics and wood objects. Fusing impeccable function with the purest aesthetics, his work reflects the committed social vision that informed Scandinavian crafts at mid-century. The Finnish Society of Crafts and Design recently organized an exhibition (at New York's IBM Gallery of Science and Art) of more than 400 items by this prolific designer that attest to the breadth and significance of his achievements.

Wirkkala's designs for utilitarian implements such as stainless steel flatware, hunting knives, glassware, porcelain cups and even light bulbs are of a breath-taking simplicity. The clarity of these objects refer to an age of universal mechanical innovation. Yet in deriving his forms from the rhythmic contours found in nature and in remaining committed to traditional handicrafts, Wirkkala's work is deeply rooted in Finnish culture.

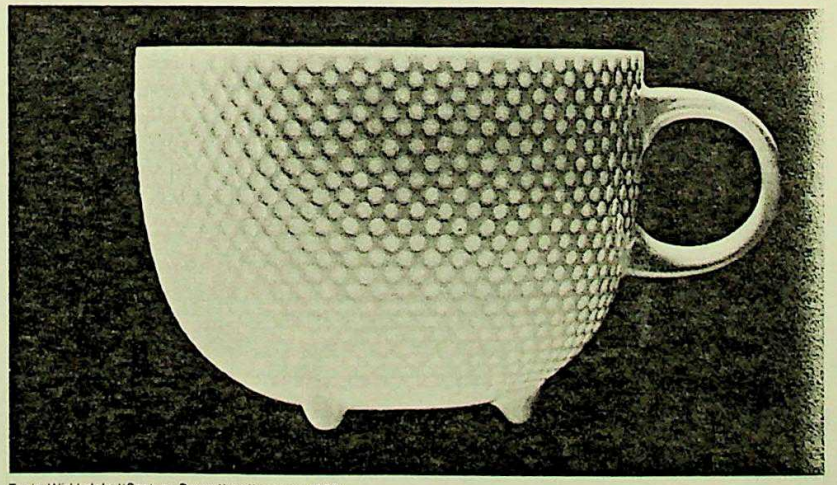
Born in 1915, Wirkkala studied sculpture at the Institute of Industrial Arts in Helsinki from 1933 to 1936 before joining the Iittala glassworks in 1947. During the formative years of his career, Scandinavian design underwent ideological and stylistic changes. Impressed by the radically abstract forms that Bauhaus functionalism had introduced in Europe, Scandinavians examined their own design tradition, which was based upon folk craftsmanship. They gradually assimilated the technical advances and aesthetic potential of industrialization, sharing with the rest of Europe a utopian belief in the powers of technological progress.

Wirkkala's creations reflect this faith. His formal vocabulary is modern in its reductivist tendencies and sleek, uncluttered designs—particularly those intended for mass-production. Yet his penchant for organic forms is evident in the Chantarelle glass vases (1946), reminiscent of Art Nouveau design in their sensual vegetative shapes. In another series of molded glass vases (1960), Wirkkala recalls the unpredictable shapes of melting ice slabs. The deceptive fragility of these clear sculptural forms evokes the quiet poetry of the seasons.

Wirkkala's experiments in wood design reveal his sensitivity to natural materials. His large abstract plywood sculptures—bleached and polished until smooth and gleaming—explore the interior spirals of seashells or the shifting outlines of driftwood. "Every material," explains Wirkkala, "has its own inner laws . . . all call for their own style. You must not do violence to the material. The material dictates the form." His prize-winning entry at the Milan Triennale in 1951—a laminated wood, leaf-shape platter that was designated "the world's most beautiful object" of the year—demonstrates his intimate understanding of the materials of his trade. In this piece, the striations of the wood imitate the curving veins of a real leaf.

Finland's aesthetic achievements received international acclaim at several industrial design exhibitions, including the Brussels World's Fair in 1958, for which Wirkkala designed the installations. The commercial and critical success achieved by Finnish designers began to raise doubts about their social commitment—a basic tenet of Scandinavian design. The work shown in the IBM exhibition, however, dispels any notion that Wirkkala, at least, aspired to art purely for art's sake. His designs for Finnish currency and an Olympic stamp, his variations on a simple white coffee cup, as well as his unadorned black and white tableware truly define a career devoted to social betterment through the aesthetics of design.

—*Nancy Spector*



Tapio Wirkkala's "Century Range" coffee cup (1980)

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Eine für Alle...

Gaggia, die Espressomaschine, die mehr kann: z.B. typisch italienischen Cappuccino zaubern, Tee zubereiten, Milch erhitzen, Suppen-Snacks machen und natürlich Espresso mit dick-sahnigem Schaum.

DECEMBER, 1985

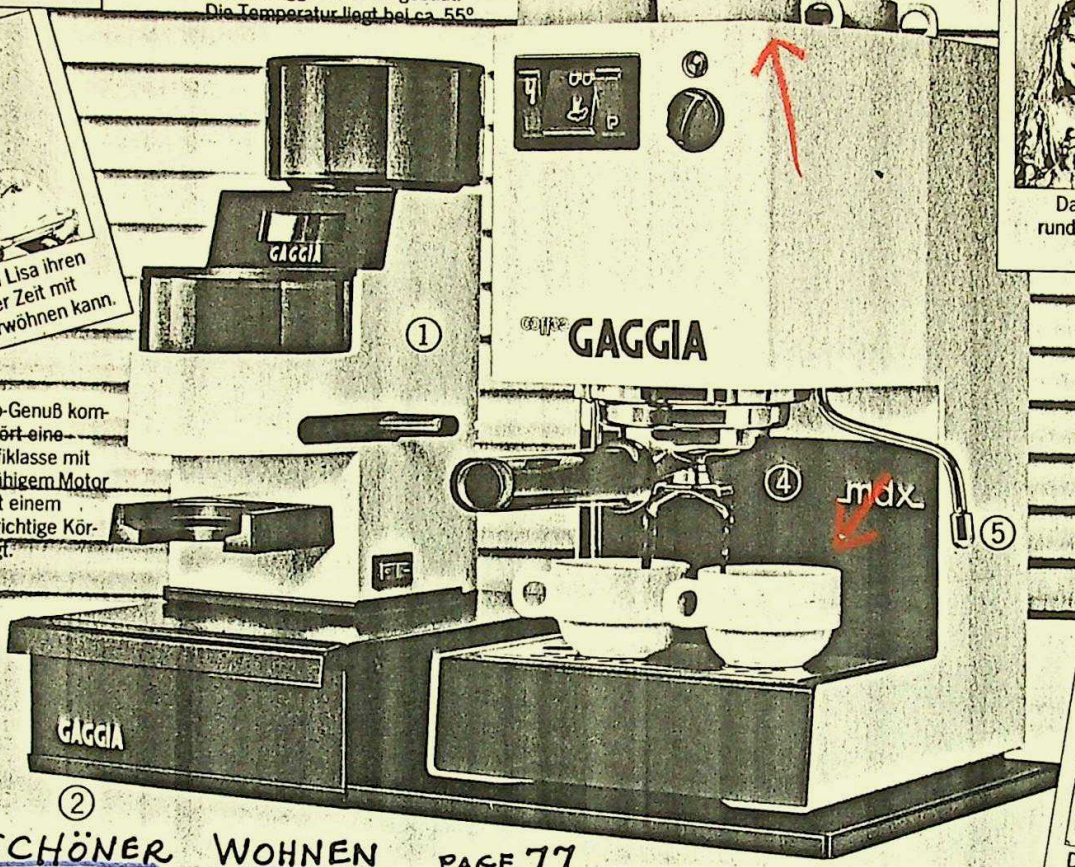
Damit Dr. Müllers Espresso schmeckt wie auf der Via Veneto.

Damit Suppenkasper Max im Handumdrehen sein warmes Süppchen bekommt.

③ Wie bei den Großen: der Tassenvorwärmer. Oben auf der coffee-Gaggia ist er eingebaut. Die Temperatur liegt bei ca. 55°

Damit Fräulein Lisa ihren Chef zu jeder Zeit mit Cappuccino verwöhnen kann.

Damit Mutti Krause rund um die Uhr warme Milch hat.



Für den Espresso-Genuß kompromißlos gerüstet mit einem leistungsfähigen Motor der für die richtige Kaffee-Menge sorgt.

④ Auf den richtigen Druck kommt es an. Die elektromagnetische Pumpe preßt heißes Wasser mit 8–10 bar durch den Kaffee. Dabei erzielt man ein Maximum an Aroma. Und weniger schädliche Substanzen.

⑤ Von der Konzeption her wie die Großen. Das Volumen des Druckkessels reicht aus, um ca. 30 Minuten trockenen, heißen Dampf zu entnehmen.

Für den Grund-Espresso binden Sie Gaggia und einer Ein-Schublade Entnahme des Kaffees einge-

Damit Steuerberater Huber das heiße Wasser für seinen täglichen Tee nicht ausgeht.

SCHÖNER WOHNEN PAGE 77

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Bismarckstr. 102

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Haab Einrichtungshaus
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1000 Berlin 30
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Hackenseestr. 19-21

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Eckmann GmbH
Osterstern 4

2000 Hamburg 36
Ceramic Art
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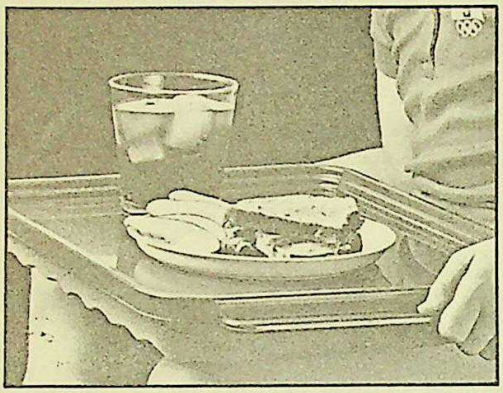

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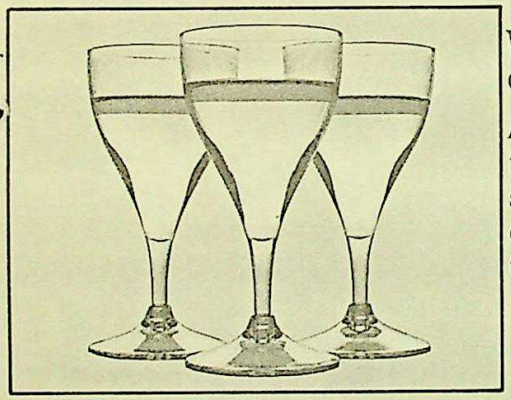

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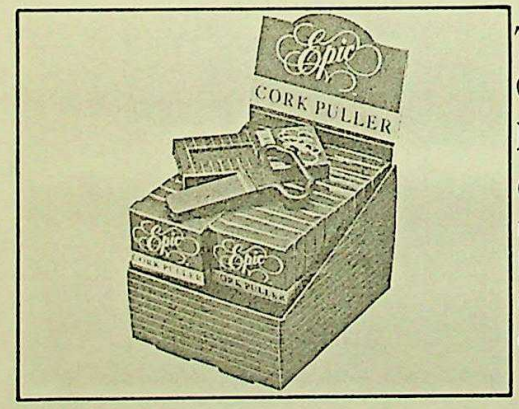

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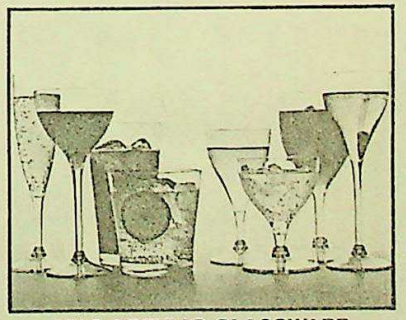

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PANTRYWARE

HFD
PAGE 190
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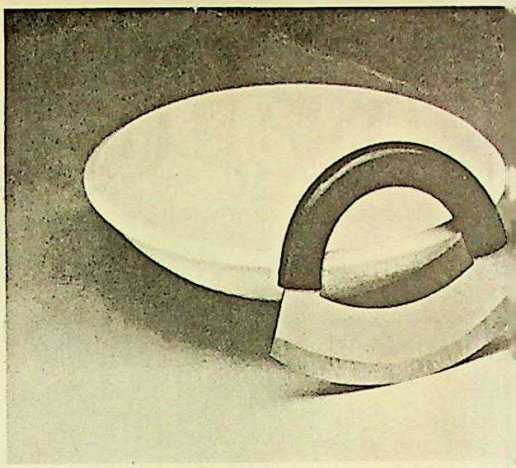
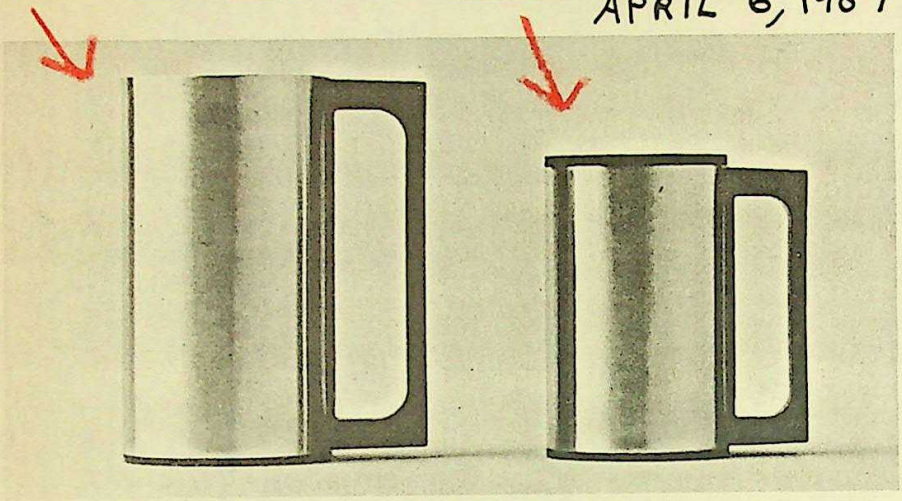
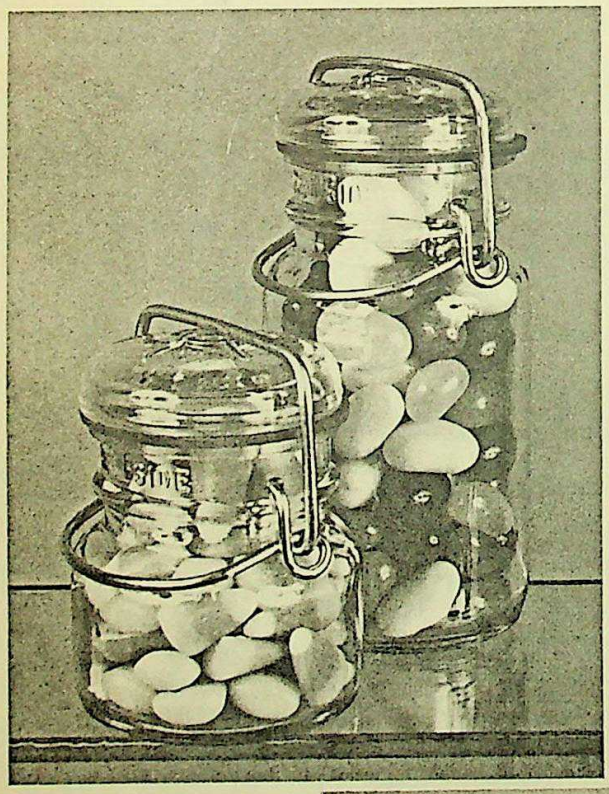


Product: Chopping bowl
Features: Contoured polyethylene bowl resists odors and bacteria, chopping blade is contoured stainless steel with white handle.
Suggested Retail: $12.99
Manufacturer: Copco, Woodridge, Ill.



Product: Thermos mugs, models JMA 300-G, JMA 500-G
Features: Stainless steel, vacuum insulated, 9-ounce and 16-ounce sizes, for hot or cold beverages.
Suggested Retail: $15-$28
Manufacturer: Nissan/Japan Oxygen Inc., Long Beach, Cal.



Product: Old-fashioned storage jars, models 7101, 7201
Features: Glass jars and lids, rubber gasket and wire bail, in 4-ounce and 8-ounce sizes.
Suggested Retail: $2.29-$2.59
Manufacturer: Designs & Functions Inc., S. Vineland, N.J.

Product: Deco tin cannisters
Features: Decorator storage cannisters, carrying handles, 8 colors/designs.
Suggested Retail: $4.99 per piece
Manufacturer: Brockway Standard Inc., Fairfield, N.J.

Product: Kitchen helper set

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DECEMBER 1987
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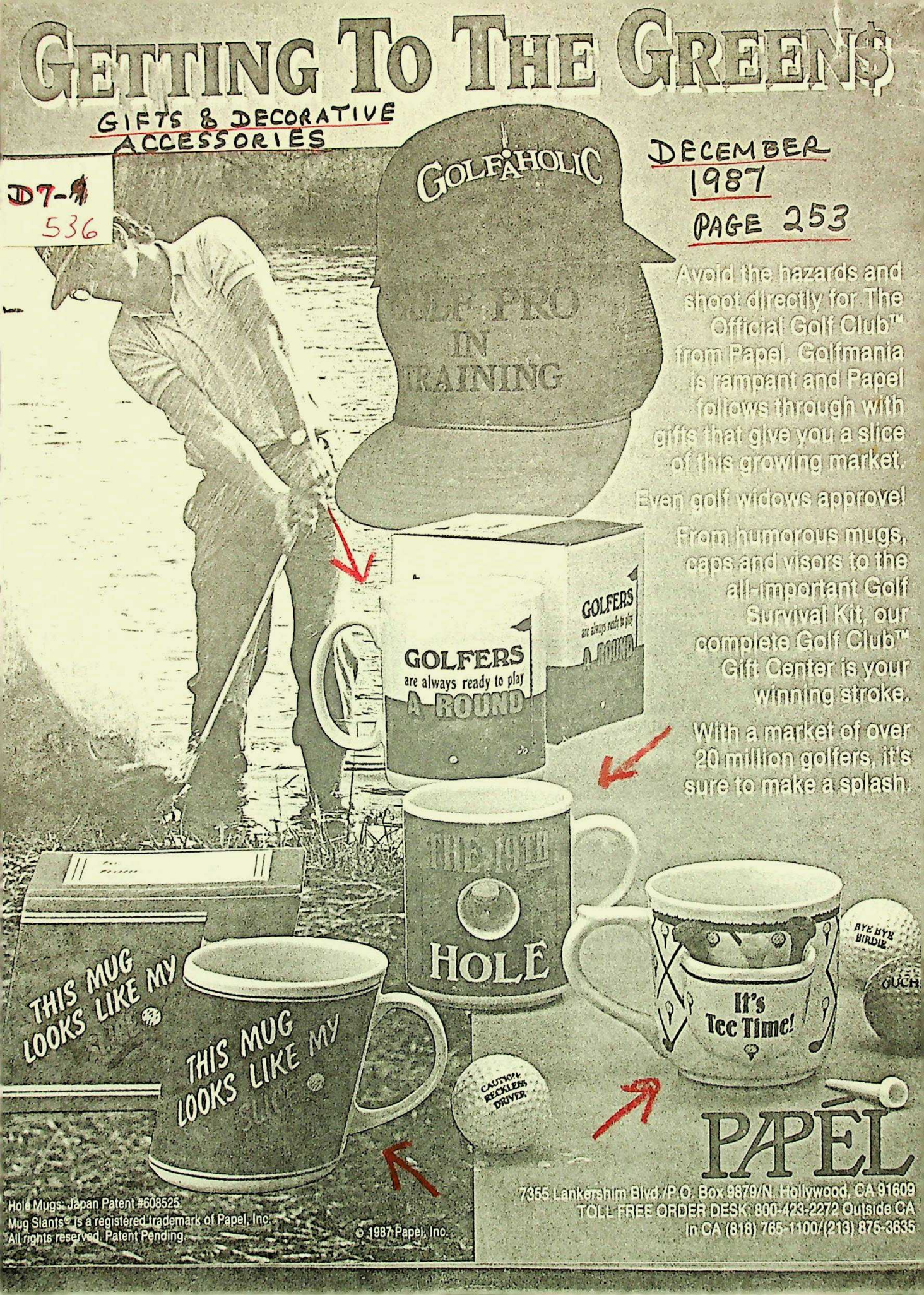

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EAST MEETS WEST

APRIL, 1988

PART I

PAGE 103

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Holiday Scents -CONTINUED

BEAUTY FASHION
AUGUST, 1988
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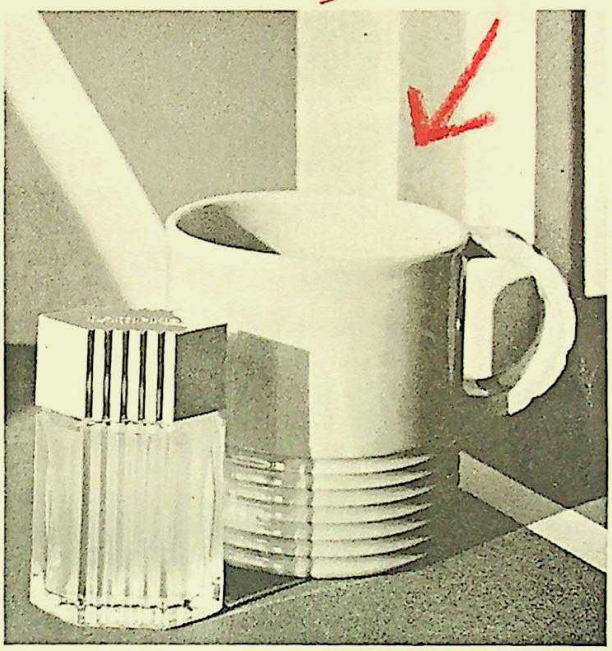
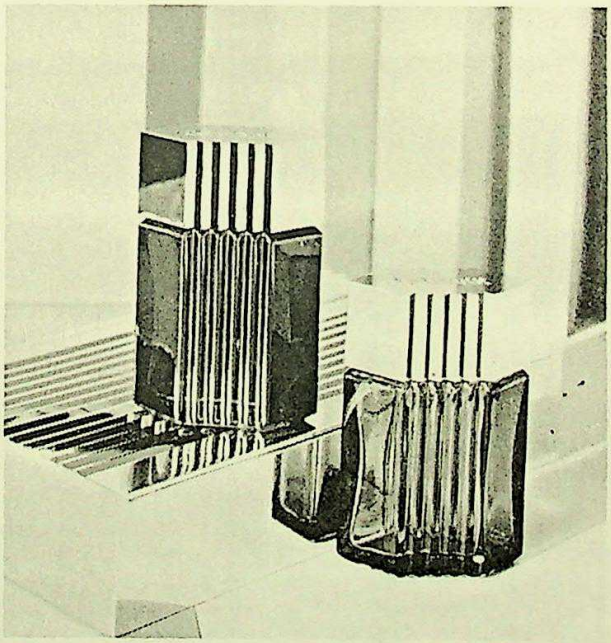
In the Youth-Dew line, Youth-Dew Winter Luxuries combines Eau de Parfum Spray, 2.25 oz., with Body Satinee, 3.12 oz., for $25.00. Also shown is a boxed set of patterned and perfumed Sachet Paper (six sheets), priced at $15.00.



For men, this Lauder for Men set pairs Lauder for Men Cologne, 1 oz., with a handsome coffee mug, for $18.50.

For White Linen enthusiasts, this quartet, White Linen Year Round Treasures, combines Parfum Spray, 1.75 oz., Perfumed Body Lotion, 4.5 oz., Perfumed Body Powder, 1 oz., and Perfume, 1/9 oz. The suggested retail price is $60.00.



And in the Metropolis line, Metropolis Cologne, 1 oz., and After Shave Skin Balm, 1 oz. are tucked inside a silver plated box. This gift idea is priced at $55.00.

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European Patent Office
Office européen des brevets

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(71) Demandeur: **SOCIETE DES PRODUITS NESTLE S.A.**
Case postale 353
CH-1800 Vevey(CH)

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CH-1041 Saint-Barthelemy(CH)

(54) Récipient pour boissons, notamment pour café espresso.

(57) L'inventicn concerne un récipient pour boisson, notamment pour café espresso. Ce récipient comprend un fond (2) et une paroi latérale (3), le fond ayant la forme d'une ellipsoïde, d'une paraboloïde ou d'une hyperboloïde.

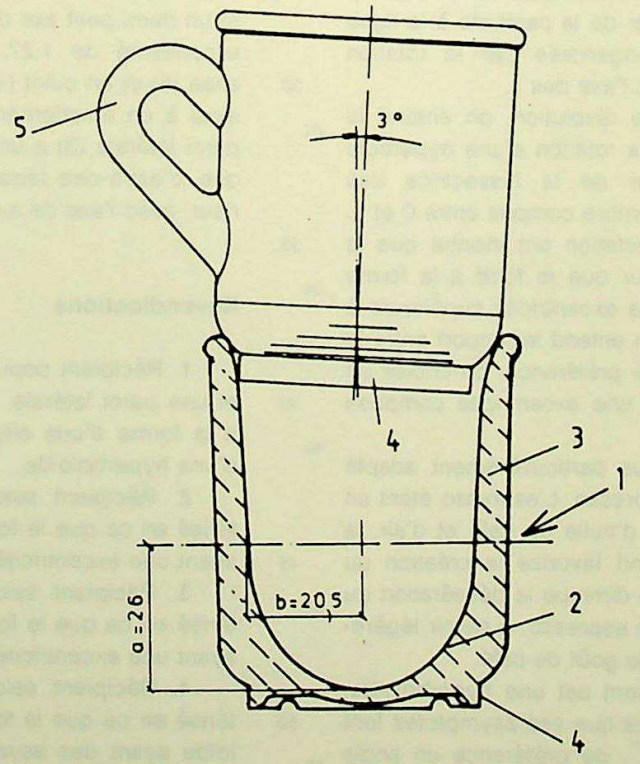

Fig.1

EP 0 297 165 A1

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Récipient pour boissons, notamment pour café espresso

L'invention concerne un récipient pour boissons, notamment pour café espresso, comportant un fond et une paroi latérale.

Jusqu'à présent, il est connu de servir une boisson telle que le café dans des tasses à fond plat. Or des essais récents avec des spécialistes en café, notamment en espresso, ont montré que l'on pouvait préparer un café ayant de meilleures caractéristiques quant au goût et à la rémanence de l'impression café, si on préparait ledit café dans un récipient n'étant pas à fond plat.

Le but de la présente invention est donc de mettre à disposition du consommateur un récipient permettant de donner une boisson, notamment espresso, dans laquelle sont développées toutes les caractéristiques d'un bon café.

L'invention concerne un récipient pour boissons comportant un fond et une paroi latérale, dans lequel le fond a la forme d'une ellipsoïde, d'une paraboloïde ou d'une hyperboloïde.

Par ellipsoïde de révolution, on entend la surface engendrée par la rotation d'une ellipse autour de son grand axe. Il est bien entendu que le fond du récipient a la forme sensiblement de la demi-ellipsoïde obtenue.

Par paraboloïde de révolution, on entend, considérant la parabole d'équation $y^2 = 2px$, p étant la distance du foyer de la parabole à la ligne directrice, la surface engendrée par la rotation d'une parabole autour de l'axe des x.

Par hyperboloïde de révolution, on entend la surface engendrée par la rotation d'une hyperbole d'équation $xy = k$ autour de la bissectrice des asymptote, k étant un nombre compris entre 0 et 3.

Des essais de dégustation ont montré que le café est d'autant meilleur que le fond a la forme d'un ellipsoïde ayant une excentricité supérieure à 1,15. Par excentricité, on entend le rapport entre le grand et le petit axe. De préférence, on choisit un fond de récipient ayant une excentricité comprise entre 1,15 et 5.

Ce récipient est plus particulièrement adapté pour la préparation d'espresso. L'espresso étant un mélange d'eau,de café, d'huile de café et d'air, la forme spécifique du fond favorise la création du manteau de mousse qui diminue la désaération du café et favorise la qualité espresso, à savoir légèreté, finesse, rémanence du goût de café.

Si le fond du récipient est une hyperboloïde, on la choisit de telle sorte que ses asymptotes font un angle inférieur à 90°, de préférence un angle compris entre 60 et 30°.

Si le fond est une paraboloïde, on la choisit avec un paramètre p compris entre 0,5 et 3.

Il est bien entendu que cette forme du fond ne va qu'à peu près à mi-hauteur du récipient. Dans ce cas, la partie supérieure intérieure du récipient à une forme sensiblement cylindrique ou légèrement tronconique.

La contenance du récipient selon l'invention varie entre 30 et 250 cm^3, de préférence entre 50 et 100 cm^3.

Le matériau utilisé pour la confection du récipient selon l'invention est de n'importe quel type, pourvu qu'il soit compatible dans le domaine alimentaire.

Il est toujours intéressant lorsqu'on a des récipients pour boissons de pouvoir les empiler les uns sur les autres. Le problème est d'éviter un basculement de ces récipients. Pour avoir des récipients empilables ayant un dévers ne dépassant pas 5°, on prévoit sur ledit récipient un culot de hauteur comprise entre 3 et 10 mm. On minimise ainsi les risques de basculement si on a plus de 3 tasses empilées

La suite de la description est faite en référence à la figure unique représentant une coupe partielle d'un récipient selon l'invention, sur lequel on a empilé un second récipient.

Le récipient (1) comprend un fond (2) et une paroi latérale (3). Dans ce cas, le fond a la forme d'un ellipsoïde avec un demi grand axe de 26 mm et un demi petit axe de 20,5 mm, ce qui donne une excentricité de 1,27. Le récipient empilé a une anse (5) et un culot (4) de hauteur 5 mm. On arrive ainsi à un empilement ayant un dévers de 3°. La paroi latérale (3) a une forme légèrement tronconique, c'est-à-dire faisant un angle de 3° vers l'extérieur, avec l'axe de symétrie du récipient.

Revendications

1. Récipient pour boissons comportant un fond et une paroi latérale, caractérisé en ce que le fond a la forme d'une ellipsoïde, d'une paraboloïde ou d'une hyperboloïde.

2. Récipient selon la revendication 1, caractérisé en ce que le fond à la forme d'une ellipsoïde ayant une excentricité supérieure à 1,15.

3. Récipient selon la revendication 2, caractérisé en ce que le fond a la forme d'une ellipsoïde ayant une excentricité comprise entre 1,15 et 5.

4. Récipient selon la revendication 1, caractérisé en ce que le fond a la forme d'une hyperboloïde ayant des asymptotes faisant un angle inférieur à 90°.

5. Récipient selon la revendication 1, caractérisé en ce que le fond a la forme d'une hyperboloïde ayant des asymptotes faisant un angle compris entre 60° et 30°.

6. Récipient selon la revendication 1, caractérisé en ce que le fond a la forme d'une paraboloïde ayant un paramètre p compris entre 0,5 et 3.

7. Récipient selon l'une des revendications 1 à 6, caractérisé en ce qu'il a un culot de hauteur comprise entre 3 et 10 mm.

8. Récipient selon l'une des revendications 1 à 7, caractérisé en ce qu'il a une contenance comprise entre 30 et 250 cm^3.

9. Récipient selon l'une des revendications 1 à 8, caractérisé en ce que la paroi latérale a une forme intérieure sensiblement cylindrique ou légèrement tronconique.

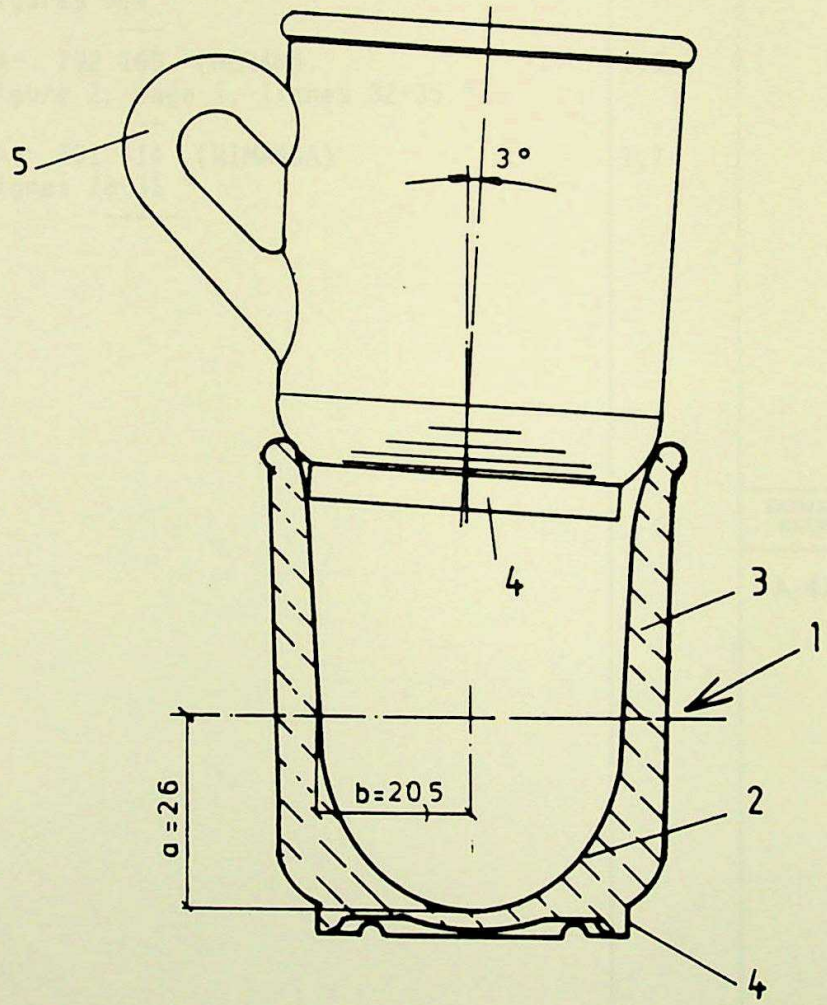

Fig.1

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RAPPORT DE RECHERCHE EUROPEENNE

Numero de la demande

EP 87 11 3605

DOCUMENTS CONSIDERES COMME PERTINENTS

Catégorie	Citation du document avec indication, en cas de besoin, des parties pertinentes	Revendication concernée	CLASSEMENT DE LA DEMANDE (Int. Cl.4)
A	DE-A-2 162 693 (BRAUN AG) * Figure 2 * ---	1,7,9	A 47 G 19/22
A	DE-U-8 702 508 (ALDER) * Figures 3,4 * ---	1,7	
A	FR-A- 792 169 (MERAN) * Figure 2; page 1, lignes 32-35 * ---	1,9	
A	FR-A- 431 414 (RIMASSA) * Lignes 28-31 * -----	1,7	

DOMAINES TECHNIQUES RECHERCHES (Int. Cl.4)
A 47 G

Le présent rapport a été établi pour toutes les revendications

Lieu de la recherche	Date d'achèvement de la recherche	Examinateur
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Dear Customer,

Welcome to the world of Wondermugs.® These beautiful mugs use "thermochromatic" (heat-sensitive, color-changing) ink to change color in dramatic ways when you add a hot beverage. Featuring stunning designs, often utilizing work of well-known artists, they will captivate your imagination. Wondermugs make drinking coffee, tea, hot chocolate or soup a whole new experience--fun for the whole family!

All mugs featured in this catalog are 11 oz. capacity genuine porcelain. Unless otherwise noted, designs wrap around the mug, so the complete design may not be visible from the pictures. **Please note: all pictures in this catalog show mugs before changing on the left and after changing on the right.**

We thank you for your patronage and hope Wondermugs® give you many hours of drinking pleasure.

The Staff

The Four Seasons

The mugs in this popular collection depict the splendor of each season.

Spring Flowers (WM56NS) This beautiful backyard garden comes to life as spring flowers come into full bloom. Designed by Virginia artist Lou Juckett.

Summer Sunset (WM66SS) The sun appears from dark storm clouds, casting striking colors across the sky and vivid reflections in the water. Drawn by noted graphic artist Eric Sizensky.

Autumn Leaves (WM55NA) See back page.

Winter Wonders
(WM54NW) In this handsome design snow softly blankets the ground as leaves disappear from the trees, changing the scene from fall to winter. Designed by Eric Mohn, a famous quadriplegic artist who paints by holding a brush in his mouth.

Undersea Wonders

Award winning artist Scott Tubby created these colorful aquatic designs. Both scenes portray fauna indigenous to their respective environments.

Coral Reef
(WM76UC) A coral reef, muted by the darkness of the depths reveals its true beauty as colors of the reef appear.

Whales
(WM77UW) Watch as the waves disappear from this North Pacific bay to uncover whales and dolphins at play. Scene portrays Killer, Humpback, Grey Whales and Dolphins.

Magic Christmas™

Mugs to bring holiday cheer on a Yuletide eve. Great gifts for everyone.

Christmas Tree
(WM25DT) Your eyes will twinkle like good ole St. Nick's as the pine cones turn into colorful Christmas lights. Design on both sides, gold lip.

Country Winter
(WM24DS) Slip back to simpler times as this rustic snow covered town lights up and stars appear in the sky. (Wraparound design)

Sentimental Magic

Our expression mugs are perfect gifts for Valentine's, weddings, anniversaries or anytime you just want to let someone know you care.

Magic Heart
(WM14FH) Warm the heart of your loved ones as the red heart disappears to reveal the message "I Love You". Design on both sides.

Magic Love (WM14FL)
The silhouette of a loving couple on a romantic boat ride disappears, revealing a red heart with the message "I Love You". Design on both sides.

Wondermugs of the World™ Revisit familiar landmarks, scenes and skylines of famous places.

White House Christmas
(WM90DC) Watch the President's home and the National Christmas Tree light up as a dark cloudy sky clears, revealing stars and moon. Microwavable Gold lip. Drawn by noted Washington, DC artist, Ted Sanderson.

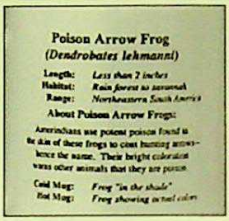
Cherry Blossoms
(WM91DC) Every spring people from all over travel to Washington, D.C. to watch the spectacular display of colors as the cherry blossoms bloom around the Jefferson Memorial. Now you can watch this gorgeous scene right in your own kitchen! Microwavable Gold lip. Art by Ted Sanderson.

The Big Apple
(WM95NY) As night approaches, New York City comes to life, revealing lights on the Brooklyn Bridge, the Twin Towers, car lights in the streets and stars and moon in the sky. Microwavable Gold lip. Designed by Scott Tubby.

Wondermugs of Nature™

The artwork on these mugs was derived from striking photographs taken by famous nature photographer Art Wolfe. Interesting facts about each animal are provided on the back of the mugs (see insets).

Poison Arrow Frog (WM47NF) Watch as the frog comes out from the shadows to reveal its brilliant true colors.



Poison Arrow Frog
(Dendrobates lehmanni)

Length: *Less than 2 inches*
Habitat: *Rain forest to savannah*
Range: *Northeastern South America*

About Poison Arrow Frogs:

Amerindians use potent poison found in the skin of these frogs to coat hunting arrows—hence the name. Their bright coloration warns other animals that they are poison.

Cold Mug: *Frog "in the shade"*
Hot Mug: *Frog showing actual colors*

Panther Chameleon (WM46NC) He changes to bright reds and yellows as his mood shifts from relaxed to angry.

Panther Chameleon
(Chamaeleo pardalis)

Length: *Up to 20 inches*
Habitat: *Varied-jungle to scrub*
Range: *Islands of Madagascar*

About Chameleons' Color Changing Ability:

The chameleons change color for a variety of reasons to adopt patterns that help them hide from or trick predators, to communicate with other chameleons and to regulate heat absorption from the sun.

Cold Mug: *Relaxed*
Hot Mug: *Angry or warning*

Fire Salamander (WM48NS) A black salamander reveals the bright yellow stripes that give the Fire Salamander its name.

Fire Salamander
(Salamandra salamandra)

Length: *Up to 13 inches*
Habitat: *Near streams, temperate climate*
Range: *Southeastern Europe, Asia Minor*

About Fire Salamanders:

These amphibians are largely nocturnal and feed on worms, slugs and spiders. They hibernate in winter and can live up to 30 years. Their bright yellow markings give them its name.

Cold Mug: *All-black specimen variation*
Hot Mug: *Typical yellow pattern*

Veiled Chameleon
(WM44NC) As this animal gets tense, the olive green bands change to vivid yellow.

Veiled Chameleon
(*Chamaeleo calyptratus*)

Length: *Up to 24 inches*
Habitat: *High, dry plateau*
Range: *Northeastern Yemen*

About Chameleons' Color Changing Ability:

The chameleons change color for a variety of reasons: to adopt patterns that help them hide from avid predators, to communicate with other chameleons and to regulate heat absorption from the sun.

Cold Mug: *Angry*
Hot Mug: *Relaxed*

Funny Magic™

You've just got to have laughter in your life. Or better yet, give it to someone else. Get a good laugh with every cup! Artwork by Ted Sanderson.

Road Kill Cafe
(FM22RK) Watch as the rabbit, who didn't look before crossing, meets a tractor trailer, making him the next "daily special". Back of the mug features the hilarious Road Kill Cafe menu (not shown).

Java Jones
(FM33JJ) Basket case coffee addict, "Jonesin' for his java", changes to a relaxed and well groomed businessman when supplied with his morning cup of coffee.

The Four Seasons

What's your favorite season? Can't decide? Order Them All! See the others on page 2.

Autumn Leaves (WM55NA) Trees overhanging a rushing brook turn from summer greens to the vivid orange, yellow and reds of autumn. Artwork derived from photograph by famous nature photographer Art Wolfe.

Ordering Information:

Prices:

Wondermugs of the World: $12.95
All other designs: $9.95

Shipping & Handling:

$3.95 first mug, $1.00 each addt'l mug; $9.95 maximum

Call for Information on Custom Work and Wholesale Programs

Call: 1-800-WNDRMUG (963-7684)
or Fax: 703-524-5644

By Mail, send check or money order to:

WONDERMUGS, INC.
Box 7281
Arlington, VA 22207

Virginia residents add 4.5% Virginia sales tax. Allow 6-8 weeks delivery.

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